

INSIDE DOPE

by GEORGE F. TAUBENECK

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They'd Never Go for It
Left-Wing Psychology
No Gentlemen Needed
Making Them Like It
Don't Stick Your Neck Out;
Conform—or Else!

Stories of the Week

Patrons of the Kitty Hawk room in Dayton, Ohio, are laughing over these two:

After closing time a patron rapped sharply on the glass entrance door.

"Sorry," shouted a bartender who was cleaning up, "too late."

"Don't wanna drink. I left my crutches in there."

Two minutes after leaving the Kitty Hawk, Mrs. Whoosie noted that one of her white gloves was missing. Back she went, her husband lagging behind. When a waiter saw her peer underneath the table they had just vacated, he tapped her on the shoulder.

"Pardon me," he whispered. "Your husband is over there at the bar."

Verse of the Week

Blessings on thee, little man,

Barefoot boy, with cheek of tan;

Trudging down a dusty lane

With no thought of future pain;

You're our one and only bet

To absorb the nat'l debt.

Little man with cares so few

We've got lots of faith in you;

Guard each merry whistled tune

You are apt to need it soon.

Have your fun while you can,

You may be a barefoot man.

—Overland Life

Ad of the Week

LOST—One pair of tuxedo trousers in parking lot corner of Kercheval and McMillan or Grosse Pointe area. Call TUxedo 2-6000 or VAlley 3-0464. —Grosse Pointe News.

Joke or Insult?

In our neighborhood a Studebaker dealer's showroom has been empty for weeks. The other day four bicycles were on display, with a placard reading:

IMMEDIATE DELIVERY

Another neighbor of ours is Mrs. Louis Chevrolet, famed racing driver for whom the Chevrolet automobile is named.

She drives a 1950 Mercury.

(Maybe she got "immediate delivery.")

Planning Breeds 'Fuehrers'

Although many of us have taken heart recently at certain evidences of a swing to the "right" on the part of voters in the western world, the battle for personal freedom is far from won.

To combat socialism as a way of life, the first thing we can point out is that decency and talent and application aren't so likely to be appreciated when you work for government as they are when you work for a private employer.

It's the unscrupulous, the scheming, the ends-justify-the-means characters who seem to get on top in a socialistic setup. Anyone who bothers to read the news about totalitarian societies should be able to figure that out for himself.

Trouble is, too many people don't read or don't read carefully enough. They're up to those who are careful students to interpret the significance of current history.

The ideals of the socialistic reformers are one thing; but the nefarious practices of the bums and thugs who invariably get control of

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Locker Assns. Merged Into Single Group

Union at Convention Ends Long Conflict; Reach Full Accord on Major Issues

By C. Dale Mericle

CHICAGO—After years of mounting dissension that reached the climax in 1949 when separate shows and conventions were held, the two associations serving the locker industry were merged into a single organization during the 11th National Frozen Food Locker Convention held at the Palmer House here Sept. 10 to 13.

To be known as the National Frozen Food Locker Institute, the new group succeeds the Frozen Food Locker Institute, which until last year had consisted of manufacturers, suppliers, and contractors, and the National Frozen Food Locker Association made up of locker plant operators.

Serious discussion of such action began last January on a small scale when the two organizations got together to the extent of again planning a single show and convention under joint sponsorship.

The movement snowballed, however, during the show last week, and before the convention closed on Wednesday, officers and directors of the new combined organization had been chosen and presented to the membership.

Numerous problems and details of a relatively minor nature still remain to be ironed out, but "there is complete agreement on all major issues," the membership was assured even during the early stages of discussion.

Preliminary talks which led to the merger had been carried on jointly by two four-man committees, each of which had been appointed by the presidents of the two associations as the convention opened.

In the meantime, both the institute and association elected a new slate of officers and directors. At a special joint meeting of the membership of both groups, overwhelming approval was given the resolution proposed by the negotiating committee that the two associations be reorganized as one and that the two sets of officers and directors be empowered to elect from among themselves a single set of officers and a board for the new association.

One possible stumbling block to the merger had been removed only that morning when John L. Hoppe, publisher of *Locker Management*, an-

What New Economic Controls Mean To Producers, Dealers

WASHINGTON, D. C.—U. S. business is today operating under a set of economic controls, authorized by the Defense Production Act of 1950, which potentially could regulate every phase of the conduct of their business.

After making the Defense Production Act a law by his signature, President Truman set up two government administrative agencies:

(1) A National Production Authority to administer priority, allocation, and inventory controls. The "NPA" as it will be known, was created by Secretary of Commerce Charles Sawyer, which will have authority over this phase of the economic controls. William Henry Harrison, on leave from the presidency of International Telephone & Telegraph Corp. was appointed NPA administrator.

(2) The president also established the Office of Economic Stabilization Administration, which will have a Director of Price Stabilization, and a Wage Stabilization Board.

In another executive order the President ordered:

1. Every person who sold or delivered goods or services; or offered them for sale or delivery, in the course of trade or business during the period from May 24, 1950, to June 24, 1950, inclusive, shall preserve all his records for such period relating to:

(A) The prices received or asked for such goods or services; and

(B) The labor, material, acquisition, and other costs incurred in connection with such goods or services.

The order does not apply to salary records, prices of rentals, rates for professional services, or records relating to the sales of agricultural commodities.

(This order is interpreted to mean wholesalers and retailers, as well as manufacturers, unless some further order is issued exempting any particular types of businesses from compiling and keeping such records.)

What will be the first effects on businessmen of the orders issued

under the Defense Production Act?

First steps will probably cover voluntary allocation programs on scarce materials. Because copper is in such scarce supply, it may be the subject of the first voluntary allocation program. Similar programs are expected on steel, aluminum, rubber, and zinc.

However, Secretary of Commerce Sawyer, in conversations with steel industry executives, is said to have assured them that no limitation orders (regulations cutting back the production of civilian products) would be issued under the prevailing situation for the steel or any other industry without prior consultation with members of the industry affected.

Next move will probably be towards inventory controls. These will first be placed on strategic materials, and it is thought that for the time being they will be somewhat milder than the "Priorities Regulation 32" issued by the War Production Board in World War II. That order fixed limits of 30 to 120 days on the inventories of strategic materials which companies were permitted to hold. Those who had stocks in excess of the permitted inventories were required to work them off before purchasing replacements.

It is believed that eventually questionnaire forms will be sent to wholesalers and retailers of many types of materials and products in order to accumulate data on existing stocks at every level of trade.

On the matter of price and wage controls, no immediate action is apparently contemplated, but the President made it clear in his address to the nation on the subject of economic controls that he would not hesitate to use price and wage controls whenever he deemed it necessary. The order calling for records for the period May 24-June 24 was an indication that this specified period might

Frank Gibson To Head Newport Steel Setup

GREENVILLE, Mich.—Frank S. Gibson, Jr., has been named president and chairman of the board of Newport Steel Corp. Naming of Gibson as Newport Steel's new head came on the heels of the announcement of the purchase of the company by a group headed by Mr. Gibson.

The purchase was heralded as the latest development in the Gibson Refrigerator Co.'s long-range program to take a bigger slice of appliance sales," by Gibson officials, who pointed out that since 1945 Gibson has made a number of other moves to expand both its producing and marketing operations. These include building warehouses, and addition of sections to the Greenville and Belding plants, and the purchase of the Murray Body Corp. plants in Belding, Mich.

Sales divisions in the U. S. have been increased from eight to 16, a separate export division was established, and advertising and sales promotion programs have been substantially increased, it is pointed out. Gibson sales have increased more than three-fold since 1946, the management claims.

In the first story on the purchase, published in the Sept. 11 issue of the News, it was stated that the change in management control would bring no changes in the policies, management personnel, or methods of doing business of the Universal Cooler Div. of Newport Steel, manufacturer of Universal Cooler refrigeration condensing units.

Revised Reg. W Takes Effect On Sept. 18

15% Down, 18 Mos. To Pay On Major Appliances; Regulations Explained

WASHINGTON, D. C.—Regulation of consumer instalment credit through the revised Regulation W takes effect again with the opening of business on Monday, Sept. 18.

For appliance dealers, this means that they must ask down payments of at least 15% on most major appliances and offer terms of no longer than 18 months to pay, with minimum payment of \$5 per month or \$1.25 per week.

These are the appliances—classified by the Federal Reserve Board as Group B—to which the regulation applies:

Household cooking stoves and ranges, household mechanical dishwashers, household ironers, household refrigerators and freezers, household washing machines and dryers, combination units that include any of the preceding appliances, room air conditioning units, dehumidifiers, radio or television receiving sets, phonographs, and combinations, household sewing machines, and household suction cleaners.

Under terms of the new regulation, all dealers are automatically licensed to extend such credit to their customers, but they are required to register with their local Federal Reserve Bank on a form provided by that bank within 60 days of the day the regulation takes effect or within 60 days of the time the dealer starts to issue instalment credit on those appliances.

No down payment is required on appliances priced at less than \$100, though the buyer can take no longer than 18 months to pay at the established minimum rates.

When a trade-in is accepted on a listed article, the value of the trade-in is deducted from the total price of the new appliance before figuring the down payment.

The purchaser needs to pay down only 15% of the cash price less trade-in. Anything the dealer buys from the purchaser around the time of sale is considered to be a trade-in.

For purposes of the regulation, the "cash" price is the selling price; net of any rebate or cash discount, but includes any accessories purchased with the appliance, service charge, delivery charge, installation charge, and sales tax. It does not include charges for interest, finance, or insurance.

The regulation requires that the down payment be received when or before the appliance is delivered. Free 10-day home trials are permitted, however, provided a written agreement is made that the prospect

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G-E Denies Macy's Claims on Price Cuts

NEW YORK CITY—The charge made by R. H. Macy & Co., Inc., in an earlier court action that General Electric Co. waived benefits of the state fair trade law by permitting violations of its pricing contracts was repeated as trial of the suit brought by G-E against the big department store opened in Supreme Court.

General Electric, which is seeking to obtain a permanent injunction enjoining Macy's and four other retailers from selling G-E products at less than established fair-trade minimums, denied this and all other allegations. Other defendants are Robert Marks, McDel Sales Corp., Lou Resnick, and Douglas Radio Supply Co.

The department store was temporarily enjoined from cutting the prices of G-E appliances by a court order issued last April.

On the first day of the trial, counsel for the defendants charged that G-E had failed to take action against retail competitors which it knew were violating its fair-trade agreements. Thus, it was argued, the

(Concluded on Back Page, Column 5)

Glass Refrigerated Pie Case Allows Union Station Restaurant To Please Travelers Ordering Pie and Coffee In Spite of Heat

DENVER—Installed in the new \$150,000 Union Station Restaurant here is a stainless steel and glass refrigerated fixture, which permits serving of soft pies the year-round.

Set up for the new depot restaurant by Ludwig-Patterson, refrigeration contractor here, the pie refrigerator is part of a 9 x 5 x 4-ft. stainless steel "block" in the center of the oval food-service counter. There are six refrigerated compartments in the food-service counter, three on either side, for storage of food perishables, such as fruit, milk, salads, and cold desserts. Above each of the compartments, are six pull-out drawers, likewise refrigerated, which can accommodate 250 pats of butter each.

By far the most unusual feature is the 6-ft.-long by 2-ft.-high plate glass display case, in the center of the steel block fixture. This, with two levels of glass shelving, is maintained at between 35° and 40° temperature, by the same 1-hp. condensing unit, which supplies cold-plate refrigeration in the compartments and drawers.

Constructed entirely of glass, the refrigerated pie case will hold 24 pies, and makes it possible for the Denver restaurant to serve whipped cream pies, merangue-covered types, fruit pies, custard, etc., the year-round—since it has been found that pies which would deteriorate in a couple of hours at room temperature, can be kept for four or five days if necessary in the refrigerated case.



This refrigerated pie case, recently installed in the Union Station Restaurant in Denver, will keep soft pies fresh for as long as five days if necessary.

Because of the prominence of the enclosed pie case, readily visible from any section of the coffee shop, soft pie sales are a leading volume item with the firm.

"A cup of coffee and a piece of pie are a traditional favorite with railroad passengers, who have only a few minutes between trains," Frank Ajax, manager, indicated. "Therefore, the ability to serve favorite, soft pies, through all months of the year, will quickly repay the additional cost of the refrigerated display case."

Union National Bank Contract Awarded to A. Z. Price Co.

CHARLOTTE, N. C.—A. Z. Price Co., Inc., has been awarded the contract for installation of air conditioning and heating equipment in the Union National Bank's fourth neighborhood branch, to be erected at the corner of North Tyron and Seventh at a cost of approximately \$150,000. Work on the building gets under way immediately.

LIFO Inventory System Users To Get Tax Relief

WASHINGTON, D. C.—Tax relief is assured for certain businesses that had to liquidate inventories in World War II and replace them later with higher cost inventories.

The relief is provided for in a bill recently signed by President Truman. It pertains to companies that use the so-called LIFO (last-in-first-out) method of inventory accounting.

Under the bill, such concerns will be allowed to apply for tax adjustments for taxable years beginning after Dec. 31, 1940, if they had to replace inventories at high-cost.

Formerly, the law prohibited such adjustments unless an application for adjustment was filed along with the tax return for the year in question.

Army Buys Refrigerators To Store Blood In Field

LONG ISLAND CITY, N. Y.—The 4-cu. ft. refrigerators it is now manufacturing for the Army are to be used in the field for the storage of blood, Traulsen & Co., Inc., here, has disclosed.

The company was recently awarded a contract to produce 225 of the refrigerators for the Chicago Quartermaster Corps at a cost of \$116,388.

"This refrigerator is built to take the abuse of being transported by trucks and also to stand other rough handling to which it may be subjected at the various medical stations at the front lines," Traulsen explained.

"The refrigerator has interior equipment consisting of cold-plates and trays which hold plasma bottles.

Worthington Pump Appoints Distributor In Philadelphia

PHILADELPHIA—John H. Dart, owner of Pennsylvania Air Conditioning Sales Co., Parkside and Belmont Aves., here, announced the recent signing of a distributorship agreement with Worthington Pump & Machinery Corp. for handling the Worthington air conditioning and refrigeration line.

The firm has been supplying industrial and commercial air conditioning equipment in eastern Pennsylvania and southern New Jersey areas since 1938.

Wis. Water Softener Firm Acquitted by State Court On Legal Technicality

MADISON, Wis.—The Wisconsin Supreme Court has reversed the decision of a lower court which found W. E. Clack, manager of Clack Water Treatment Service here guilty of violating the plumbers licensing law.

However, the company, charged with illegally installing water softeners, was acquitted on a technicality and not on the basis of its constitutional right.

Clack had appealed from the lower court's judgment on the ground that the state law requiring a licensed master plumber to be in charge or responsible for the connection of a water softener with a municipal water supply system is unconstitutional. The appeal also claimed that the state had failed to prove him guilty of a violation.

Initial action against Clack was brought by the state board of health. He was accused of making four water softener installations inside the city limits without a plumbing license.

Clack claimed that he had legally and satisfactorily installed hundreds of the water softeners outside the city limits. He argued that the law is an unreasonable exercise of the state police powers because it has no relation to public health.

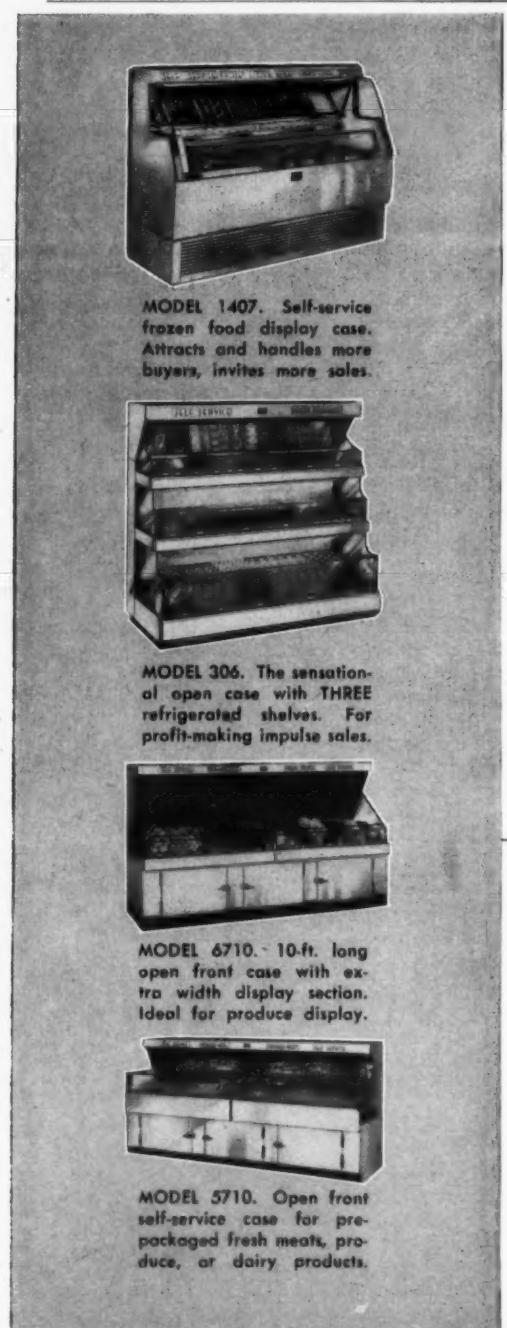
Following a trial without jury last November, Superior Judge Roy H. Proctor found Clack guilty and fined him \$100. Clack then filed an appeal from Judge Proctor's judgment to test constitutionality of the law. But the state supreme court declined to rule on that phase of the appeal.

The high court held that during the superior court trial, neither Clack nor his father, owner of the company, was questioned about the presence of a master plumber in charge of or responsible for the installations.

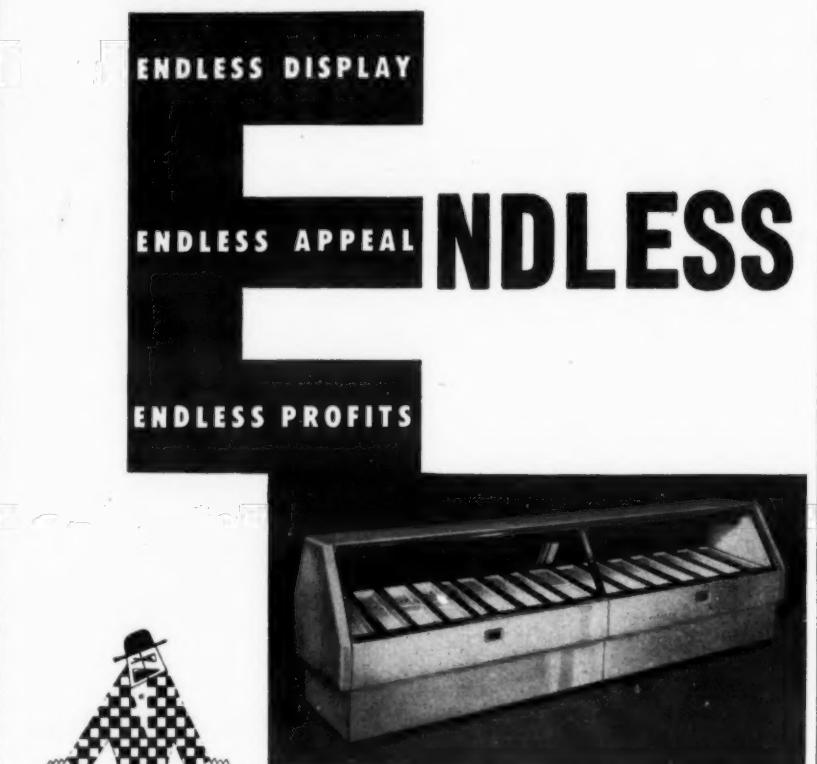
"We are not permitted to guess what the answer might have been," the supreme court decision further said.

The court ruled that there could be no proof of violation of the law until it was proved there was no master plumber in charge. It added:

"Since the conviction must be set aside for lack of evidence to sustain it, anything we might say upon the constitutional question would be *obiter dicta* (an incidental and collateral opinion)."



THE QUALITY REFRIGERATOR LINE SINCE 1883



Set 'em up and start selling! Koch Series 3100 Top Display Cases come in basic 7-ft. and 10-ft. units. Set up in any length to provide an integral, unified, money-making display.

QUALITY — Full porcelain front, top, rear, ends, and interior walls. All welded steel construction. Stainless steel floor. Triple plate-glass front is hermetically sealed.

APPEAL — Triple-glazed Loxit type sliding doors in molded hard rubber frames. Continuous K-Beam fluorescent lighting. Electro-welded steel shelves are adjustable to 3 positions. Fully lined, non-refrigerated storage compartment.

LONG LIFE — Famous, patented, KOCH Miraflex twin-coil cooling system. Insures consistent, trouble-free, economical operation.

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NORTH KANSAS CITY 16, MO.

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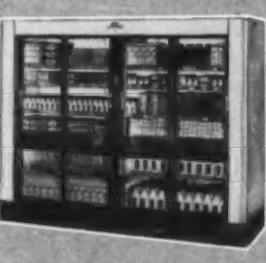
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Please send me at once, without obligation, complete information on profit-making Koch Display Cases and Refrigerators.

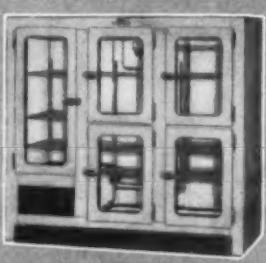
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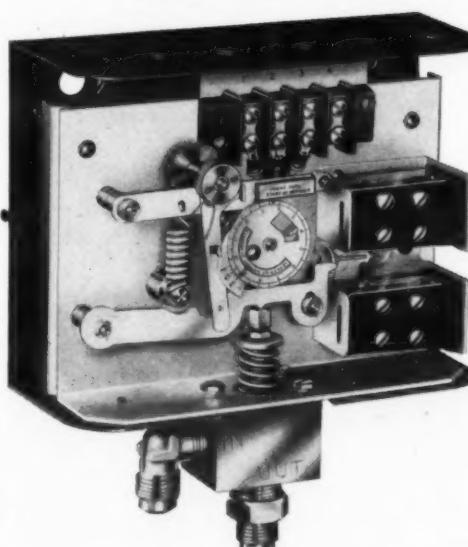
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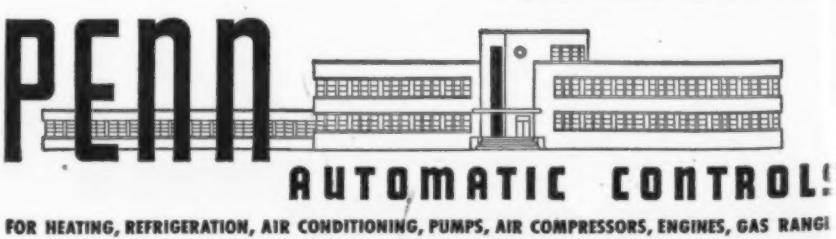
MODEL 3508. Wall-type display case. For self-service display of dairy products or beverages.



MODEL 3865. A 65-cu. ft. reach-in refrigerator. One of the six popular Koch reach-in cabinets.



Interior of Penn Series 321
Hot Gas Defroster.

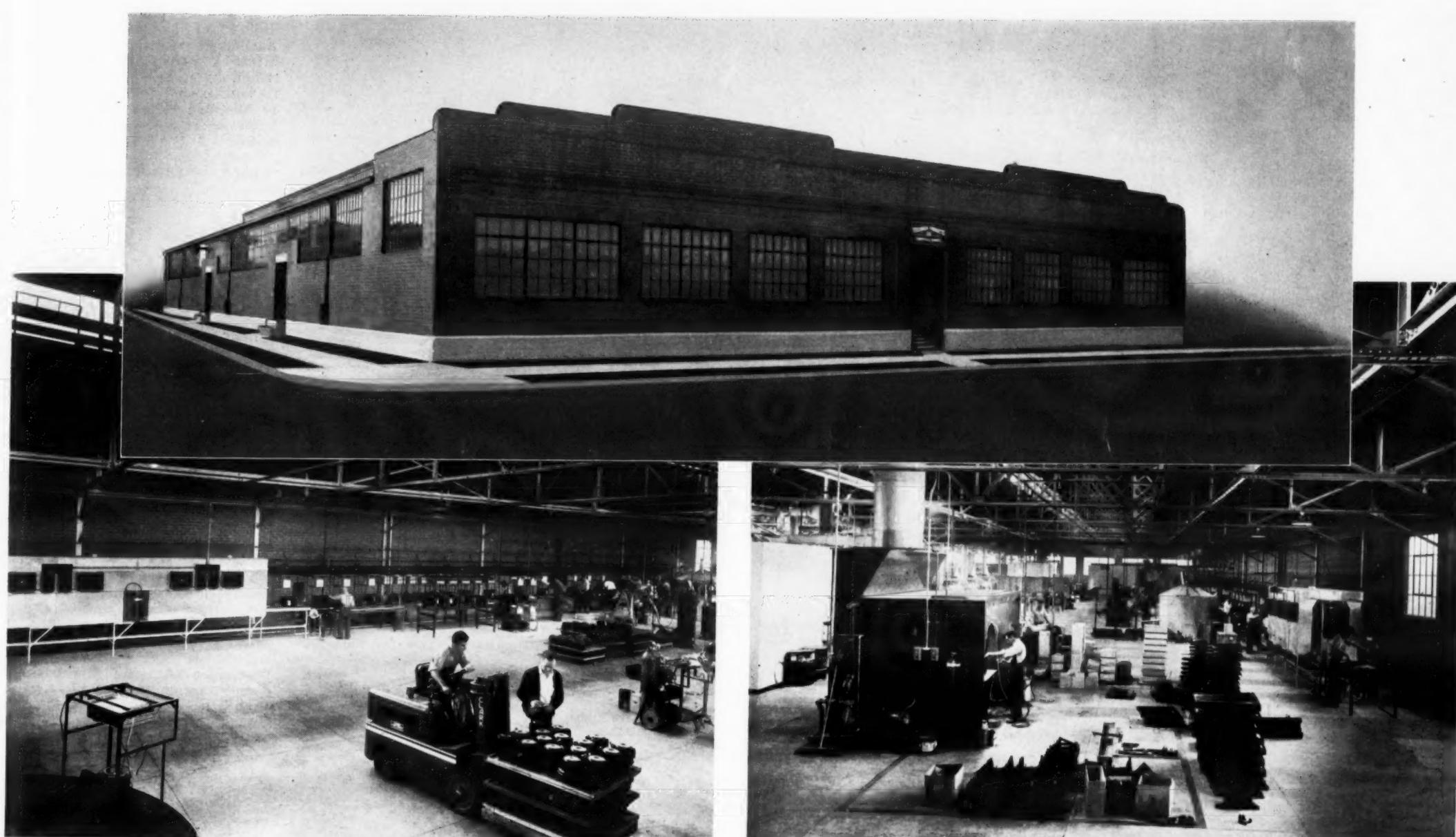


TECUMSEH SERVICE GOES "CROSS COUNTRY"

TO EMERYVILLE, CALIFORNIA

TO SAVE YOU:

1. SERVICE TIME
2. FREIGHT COSTS



Set up and supervised by Tecumseh engineers, this new service plant in Emeryville, California (in the San Francisco area) is another step towards the better servicing of our products for our customers.

Patterned after the production lines of the main plant in Tecumseh, this Emeryville Service Plant includes dry air dehydration of compressors, infrared ovens, paint spray booths, re-operating facilities

for condensers, evaporators, and new tube assemblies.

All rebuilt equipment will get final refrigeration inspection in this modern plant, thereby bringing to our customers on the west coast *factory servicing* on Tecumseh Hermetic units.

With this kind of service, our customers can now realize a definite savings on service time and freight costs.



TECUMSEH PRODUCTS COMPANY
TECUMSEH, MICHIGAN

EXPORT DEPARTMENT: 2111 WOODWARD AVE., DETROIT 1, MICH.

World's largest independent producer of compressors and condensing units for the refrigeration industry.

Pet Supply Store Sells over 300 Lbs. of Horsemeat per Day

15% Sales Rise Results From New Display Case

SAN FRANCISCO—Acting upon a suggestion contained in a story in AIR CONDITIONING & REFRIGERATION NEWS (page 21, July 24, issue), the Silver-Stahl Corp., northern California exclusive distributor for Super-Cold has developed a very considerable market for display cases among "pet" food stores. Dozens of these cases have been sold by the Silver-Stahl Corp. for this purpose throughout the San Francisco Bay area.

One of the best boosters among users in this field is Halfdan Juhl of Juhl's Pet Supply Store located at 907 Fillmore St., here.

"Love that Super-Cold case," says Juhl, "it has increased my volume over 15% already and I have only had it a little over a month." Juhl has found that the display case makes it possible for him to move over 300 lbs. of fresh horsemeat per day.

Halfdan Juhl, a Dane by birth, came to this country in 1926. From that time until the War, he was engaged in the dairy business in Los Angeles and opened his pet supply store in San Francisco four years ago. The story of Juhl's entry into this business is an interesting one.

The idea first came to him during World War II while he was serving overseas with the 2nd Armored Division, the "Hell on Wheels" component of General Patton's crack Third Army. In the Rhineland Juhl captured a corporal from the SS German Troops. This corporal had with him a beautiful German shepherd dog which, as a prisoner of war, he was not allowed to keep. So Juhl fell heir to the dog and became so attached to it that he was struck with the idea of a pet supply store for his postwar plans. Juhl said that this dog probably saved his life on several occasions when he was on guard duty at night near his tank and was warned by the dog of the approach of German patrols.

After the war, Juhl brought the dog back with him together with his pedigree (a very extensive one and all in German) and has bred him, receiving top prices for the pups.

Besides the dog, Juhl also brought back a wife, a former Captain in the Women's Auxiliary Air Force, whom he also met overseas but this time in a plane 10,000 ft. above the earth.

Juhl points out that in addition to increased volume brought him by the Super-Cold "Market Master," he was serving more pedigreed dogs.

This case was sold to Juhl on the Silver-Stahl "meter profit plan" (described in the Nov. 21, 1949, issue) by Silver-Stahl Corp.'s star salesman, Morris J. Swartz of San Francisco. A sale such as this is indicative of the fact that Swartz never misses a sales opportunity and adequately explains why he has won nearly every sales contest put on by the Silver-Stahl Corp. since he joined it.



Houston Plans Project To Prevent Water Shortage

HOUSTON, Tex.—The possibility of an acute water shortage here has apparently been averted with approval of voters of a \$24,000,000 bond issue for construction of the San Jacinto reservoir and dam.

In arguing for passage of the water bond issue, city officials had predicted that this fast-growing industrial city would face a water famine by 1953. Houston is now dependent entirely on wells for its water supplies.

The dam and reservoir project, to be built about 15 miles northeast of the city, will furnish about 150,000,000 gallons of water a day. It is expected to meet the city's water problems for at least 10 to 15 years.

Frigidaire Dealership Opens

DEWITT, Mich.—New Frigidaire appliance store has been opened here by Bill Buck directly across from Chevrolet agency he owns. Roy Decker is manager of the new shop.

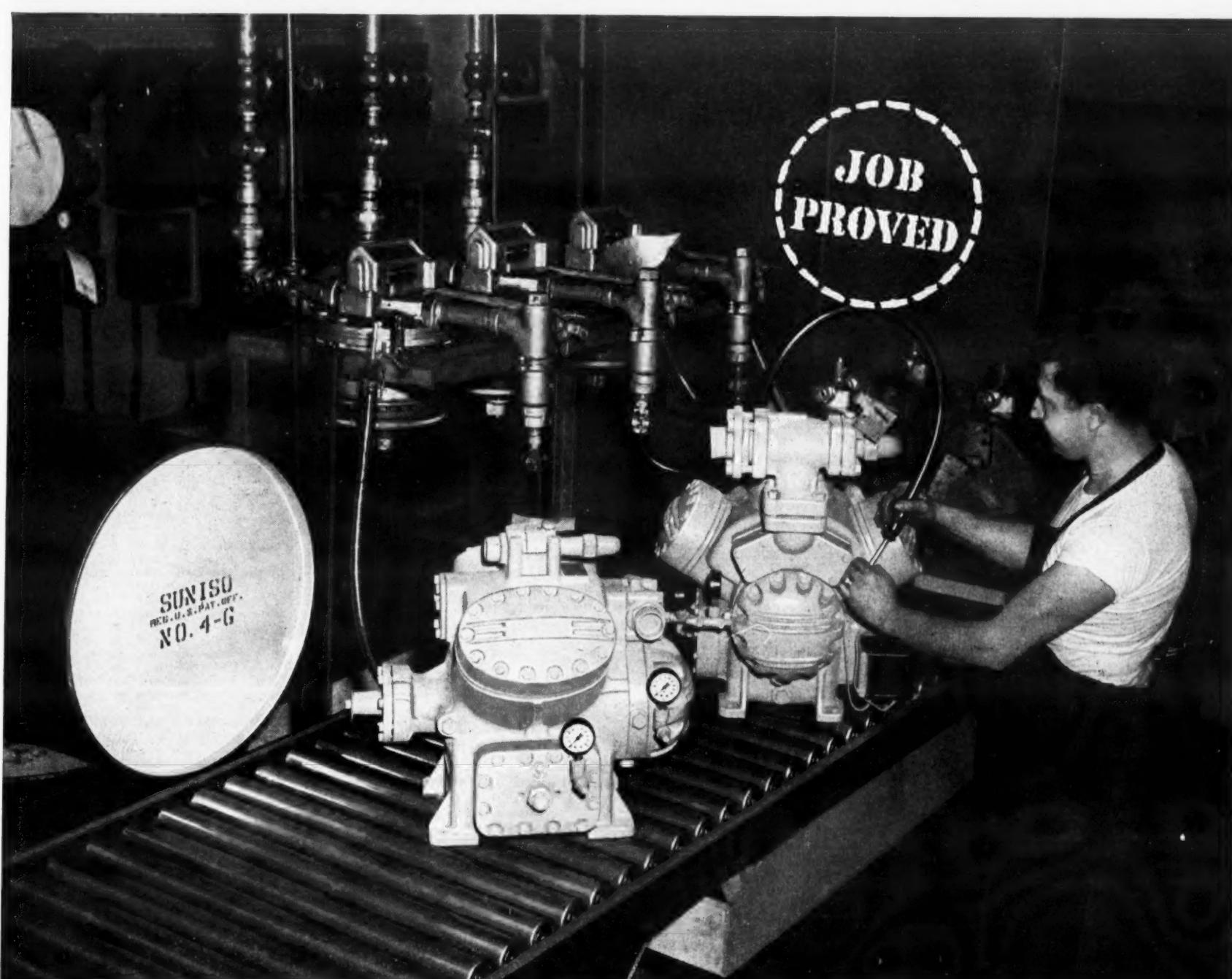
Ohio Price Rises May Bring Anti-Trust Suits

COLUMBUS, Ohio—Ohio manufacturers and distributors who have recently raised the prices of their products will have their actions scrutinized to see if they are violating the state's anti-trust law.

State attorney-general Herbert S. Duffy has reportedly dusted off the state's seldom used Valentine Law which prohibits the raising of prices through artificial acts—such as taking advantage of the situation in Korea.

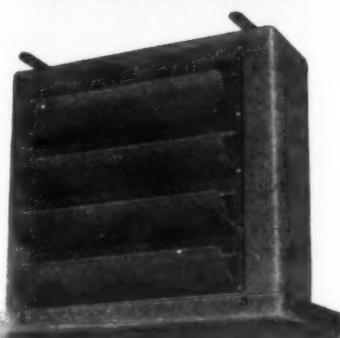
Violators of the law could lose their corporation charters if natives of the state or, if from outside the state, could have their licenses to do business in Ohio revoked. Criminal and civil actions can also be brought.

Violators will be asked to stop their illegal practices and if they fail to do so, can be fined \$50 per day. Conspiracy in connection with price increases can draw fines of \$50 to \$5,000, or six months to a year imprisonment, or both.



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for Good Looks



LARKIN HUMI-TEMP UNIT

For clean, smart lines, satin-smooth finish, color and overall good looks—Larkin leads. Behind this beauty is the quality and performance that keeps Larkin ahead.

Manufacturers of the original Cross-Fin coil—Humi-Temp Units—Evaporative and Air Cooled Condensers—Air Conditioning Units and Coils—Direct Expansion Water Coolers—Steel Vacuum Plate Coils—Heat Exchangers.

WAT-DOG OF THE NATION'S FOOD SUPPLY
LARKIN COILS
510 MEMORIAL DR., S.E. • ATLANTA, GA.

SUNISO ENDS LOW-TEMPERATURE WAXING

Six Years' Service Experience Backs Up Manufacturer's Laboratory Findings

Important development six years ago was the large-scale shift to low-temperature units. Big problem for equipment makers, though, was finding a refrigeration oil that wouldn't wax at subzero temperatures.

Convinced that his present oil was "waxing out" at low temperatures, one prominent manufacturer of refrigeration and air conditioning compressors determined to test all available oils. Exhaustive laboratory

analyses soon narrowed the field to Suniso. Further tests proved beyond a doubt that when used with Freon, Suniso has a lower wax separation point than any other oil. As a result, the manufacturer has charged Suniso into the reciprocating and centrifugal compressors and smaller hermetic units for the past six years. There have been no reports of wax formation.

Because of unmatched service records like this, Suniso Oils are

the first choice of prominent manufacturers. All Suniso grades have extremely low pour points and low wax separation points. Also they have exceptionally high dielectric strength and high resistance to chemical change when mixed with Freon or any other modern refrigerant.

Profit by the experience of others. Get more information about non-waxing Suniso Oils from your jobber, or write Dept. RN-9.

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SUNISO REFRIGERATION OILS

"JOB PROVED" THROUGHOUT THE INDUSTRY



Text of Parts of New Regulation W That Affect Refrigeration and Appliance Dealers

The following is those parts of the text of the new Regulation W controlling consumer credit, which apply to refrigerator, air conditioning, and appliance dealers. The regulation takes effect Sept. 18.

SECTION 1. SCOPE AND APPLICATION OF REGULATION

The regulation applies, in general, to any person who is engaged in the business of extending instalment credit in amounts of \$5,000 or less, or discounting, purchasing, or lending on, obligations arising out of such credit. It applies whether the person is a bank, loan company, or finance company, or a person who is so engaged in connection with any other business, such as by extending such credit as a dealer, retailer, or other person in connection with the selling of consumers' durable goods.

SECTION 2. GENERAL REQUIREMENTS AND REGISTRATION

(a) General Requirements.—Each person engaged in the business of making instalment sales¹ or instalment loans², or engaged in the business of lending on the security of or discounting or purchasing obligations arising out of such credit, is referred to in this regulation as a "Registrant;" and no Registrant shall make or receive any payment which constitutes or arises directly or indirectly out of any such credit extended by him or out of any such obligation lent on or discounted or purchased by him, except on the following conditions:

(1) He must have a license, and each Registrant is hereby granted such a license, but such license of a Registrant may be suspended in the manner and on the grounds stated in section 8(b); and (2) The credit extended, renewed, re-

vised or consolidated by him, or giving rise to the obligation discounted or purchased by him or acquired by him as collateral, must comply with the applicable requirements of this regulation.

(b) Registration.—Within 60 days after the effective date of this regulation, or 60 days after he becomes subject to section 2(a), whichever is later, each Registrant shall file, with the Federal Reserve Bank of any branch thereof in the district in which the main office of the Registrant is located, a registration statement on a form obtainable from any Federal Reserve Bank or branch. Such statement shall be filed regardless of whether or not the Registrant had filed such a statement under Regulation W as in effect at any time prior to the effective date of this regulation.

SECTION 3. INSTALMENT SALES: GENERAL RULES

Except as otherwise provided by this regulation, each instalment sale shall comply with the following requirements:³

(a) Down Payment and Maturity.—There shall be a down payment not less than specified for the listed article in the Supplement, such down payment to be calculated as therein specified; and the time balance specified in section 6(c) shall have a maturity not exceeding the maximum maturity specified for the listed article in the Supplement.

(b) Amounts and Intervals of Instalments; Record.—Except as permitted by section 6(a) for seasonal incomes, etc., the

time balance shall be payable in instalments which shall be (1) substantially equal in amount or so arranged that no instalment is substantially greater in amount than any preceding instalment, (2) payable at approximately equal intervals not exceeding one month, and (3) not less than \$5 per month or \$1.25 per week on the aggregate instalment indebtedness of one debtor to the same creditor. The information specified in section 6(c) shall be set forth in a bona fide record of any instalment credit subject to this section.

(c) Time of Down Payment.—The down payment shall be obtained at or before the time of delivery of the listed article; except that in the case of an article listed in Group D, the down payment shall be obtained at or before the time of beginning the agreed upon repairs, alterations, or improvements.

SECTION 4. INSTALMENT LOANS: GENERAL RULES

Except as otherwise provided by this regulation, each instalment loan shall comply with the following requirements:⁴

(a) Instalment Loans to Purchase Listed Articles.—If the Registrant knows or has reason to know that the proceeds of an instalment loan are to be used to purchase any listed article:

(1) The principal amount lent (excluding any interest or finance charges and the amount of any insurance premium) shall not exceed the maximum loan value specified for the article in the Supplement, such loan value to be calculated as therein specified; and

(2) The maturity of the instalment credit (including any interest or finance charges, and the amount of any insurance premium and of any items included in the cash price of the article) shall not exceed the maximum maturity specified for the listed article in the Supplement.

(c) Amounts and Intervals of Instalments.—

ments; Record.—Whether subject to section 4(a) or section 4(b), the instalment credit, except as permitted by section 6(a) for seasonal incomes, etc., shall be payable in instalments which shall be (1) substantially equal in amount or so arranged that no instalment is substantially greater in amount than any preceding instalment, (2) payable at approximately equal intervals not exceeding one month, and (3) not less than \$5 per month or \$1.25 per week on the aggregate instalment indebtedness of one debtor to the same creditor. The terms of payment shall be set forth in a bona fide record of any instalment credit subject to this section.

(d) Statement of the Borrower.—No Registrant shall make any instalment loan subject to section 4(a) or 4(b) unless he shall have accepted in good faith a signed Statement of the Borrower as to the purposes of the loan. Such Statement shall state whether or not any of the proceeds of the loan are to be used to make a down payment on the purchase of a listed article or to be used to purchase any listed article, and shall identify such listed article and shall state the cash price⁵ thereof and the value of any trade-in. If a Registrant relies in good faith on the facts set out by the obligor in such Statement, it shall be deemed to be correct for the purposes of the Registrant.

(e) Loans to Make Down Payments.—**Prohibited.**—A Registrant shall not make any instalment loan if he knows or has reason to know that any part of the proceeds thereof is to be used to make a down payment in connection with the purchase of any listed article.

"Instalment sale" is defined to include only instalment credit arising out of the sale of an article listed in the Supplement, hereinafter called a "listed article."

"Both "instalment sale" and "instalment loan" are defined to exclude credits in a principal amount exceeding \$5,000. Certain instalment sales and instalment loans, including some that are in a principal amount exceeding \$2,500, are exempted from the regulation by section 7.

*** Certain instalment sales, including some that are in a principal amount exceeding \$2,500, are exempted from the regulation by section 7.**

*** Certain instalment loans, including some that are in a principal amount exceeding \$2,500, are exempted from the regulation by section 7.**

*** Part 5 of the Supplement permits the use of a bona fide estimated cash price in certain cases.**

SECTION 5. RENEWALS, REVISIONS, AND ADDITIONS

(a) General Requirements.—In the case of an instalment sale or instalment loan which results from a renewal or revision of any instalment credit already outstanding, or which results from the combination of any such outstanding credit with an additional instalment credit, the renewed, revised, or consolidated obligation shall (regardless of when the outstanding credit originated) comply with all the requirements of this regulation as if it were a new credit except that:

(1) The requirements as to Statement of the Borrower and down payment or maximum loan value, if any, shall not apply to the outstanding credit already held by the Registrant; and

(2) The renewed, revised, or consolidated obligation may, in so far as the maturity and instalment requirements are concerned, be treated as if it were a new credit with the maximum maturity calculated from the date of the renewal, revision, or consolidation. The payments on such renewed, revised, or consolidated obligation shall not be less than \$5 per month or \$1.25 per week on the aggregate instalment indebtedness of one debtor to the same creditor.

(b) Statement of Changed Conditions.—Notwithstanding any other provision of this regulation, if a Registrant accepts in good faith a Statement of Changed Conditions as provided in the following paragraph, an instalment credit that refinances any outstanding obligation (whether or not such obligation is held by the Registrant or is itself payable in instalments) may have a maturity not exceeding the maximum maturity specified in the Supplement for refinancing pursuant to such Statements, but such maximum maturity shall be applicable only to the credit refinanced. The payments on the credit refinanced need not be as large as \$5 per month or \$1.25 per week.

The requirements of a Statement of Changed Conditions will be complied with only if the Registrant accepts in good faith a written statement signed by the obligor that the contemplated refinancing is necessary in order to avoid undue hardship upon the obligor or his dependents resulting from contingencies that were unforeseen by him at the time of obtaining the original credit or which were beyond his control, which statement also sets forth briefly the principal facts and circumstances (1) with respect to the original credit and (2) with respect to such contingencies, and specifically states in addition that the contemplated refinancing is not pursuant to a preconceived plan or an intention to evade or circumvent the requirements of this regulation.

(c) Credit for Mixed Purposes.—In case a credit is partly subject to one section of this regulation and partly subject to another section, the amount and terms of such credit shall be such as would result if the credit were divided into two or more parts and each part were treated as if it stood alone; except that the maturity of any such credit may be the maximum maturity applicable to the listed article giving rise to the major part of the credit. In case a credit is partly subject to this regulation (whether for a listed article or because otherwise required to be scheduled for payment within any maximum maturity specified by the regulation) and partly not subject to the regulation, the amount and terms of such credit will comply with the requirements of this regulation if they satisfy the requirements of this regulation applicable to the regulated portion.

(d) Mail Orders.—An instalment sale shall not be deemed to be in violation of the down payment requirement of section 3(a) if the sale is made upon the receipt of a mail order for one or more articles and the cash deposit received with the order fails by no more than \$1 to equal the sum of the down payments required by this regulation for all of the articles included in the order.

(e) Delivery in Anticipation of Instalment Sale.—Except as provided in the following paragraph, in case any listed article is delivered in anticipation of, or under any arrangement whereby delivery of a listed article precedes an instalment sale of that article or a similar article (such as, but not limited to, a delivery "on approval," "on trial," or as a "demonstrator"), the Registrant shall require, at or before the time of such delivery, a deposit equal to the down payment that would be required on such an instalment sale.

In order to qualify as an exception to the preceding paragraph, the article must be an article listed in Group B or in Group C, the delivery must be exclusively for the purpose of a bona fide trial, approval, or demonstration, and the Registrant must, within 10 days after such delivery, obtain the down payment referred to in the preceding paragraph or the return of the article. Every such case shall be evidenced by a written agreement signed by the respective parties, of which a copy shall be given to the prospective purchaser at the time of or before the delivery of the article, and such written agreement shall state clearly and prominently that (1) the delivery is exclusively for the purpose of a bona fide trial, approval, or demonstration, and (2) the prospective purchaser will make the required down payment (the amount of which shall be stated in the agree-

ment payments otherwise specified by this regulation may be modified, within the applicable maximum maturity, as follows:

(1) If the income received by the obligor from the main sources of his income customarily fluctuates materially from month to month or from season to season and the Registrant has a record of the facts relied upon by him in good faith in that connection, such schedule may be adapted to such customary flow of income provided (i) at least half of the credit is to be repaid within the first half of the applicable maximum maturity or at least two thirds of the credit is to be repaid within the first two thirds of the applicable maximum maturity, or (ii) payments are reduced or omitted in not more than 4 months of any calendar year but are otherwise in equal monthly amounts; or

(2) The Registrant may require terms of payment which (i) provide a final or other instalment payment which, as a result of rounding off preceding instalments by amounts less than \$1, is not more than 50 per cent greater in amount than the amount of any preceding instalment, or (ii) provide during the first four months of the maturity of the obligation additional instalment payments which are in substantially equal amounts and at approximately equal intervals if, as a result, no instalment is more than twice as large as any preceding instalment.

(b) Calculating Date of First Instalment and Maximum Maturity.—In calculating the maximum maturity of an instalment obligation, a Registrant may, at his option, use any date not more than 15 days subsequent to the actual date of the loan or delivery of the listed article sold; and except as permitted by section 6(a), the first instalment shall be scheduled for payment not later than one month or, in accordance with such option, one month and 15 days days subsequent to the actual date of the loan or delivery of the listed article sold.

(c) Record of Instalment Sale.—The record of an instalment credit arising from the sale of a listed article and required by section 3(b) shall set forth (in any order) the following information:

(1) A brief description identifying the article purchased;

(2) The cash price of the article;

(3) The amount of the purchaser's down payment (i) in cash and (ii) in goods accepted in trade, together with a brief description identifying such goods and stating the monetary value assigned thereto in good faith;

(4) The amount of any insurance premium for which credit is extended and of any finance charges or interest by way of discount included in the principal amount of the obligation, or the sum of these amounts;

(5) The time balance owed by the purchaser, which is the sum of items (2) and (4) minus item (3); and

(6) The terms of payment.

The record need not include a description of the article if it is purchased by means of a coupon book or similar medium of instalment credit upon which there has been made a cash down payment at least as great as the highest down payment required by this regulation on any article sold by the Registrant. The record need not include the information called for by items (2) and (4) if the Registrant is one who, with respect to the article, customarily quotes to the public a time price only which includes the finance or other charges if any, provided he sets forth such time price in such record, and provided he obtains a cash down payment which is at least as large as would be required if the percentage specified in the article in the Supplement were applicable to the time price.

(d) Credit for Mixed Purposes.—In case a credit is partly subject to one section of this regulation and partly subject to another section, the amount and terms of such credit shall be such as would result if the credit were divided into two or more parts and each part were treated as if it stood alone; except that the maturity of any such credit may be the maximum maturity applicable to the listed article giving rise to the major part of the credit. In case a credit is partly subject to this regulation (whether for a listed article or because otherwise required to be scheduled for payment within any maximum maturity specified by the regulation) and partly not subject to the regulation, the amount and terms of such credit will comply with the requirements of this regulation if they satisfy the requirements of this regulation applicable to the regulated portion.

(e) Mail Orders.—An instalment sale shall not be deemed to be in violation of the down payment requirement of section 3(a) if the sale is made upon the receipt of a mail order for one or more articles and the cash deposit received with the order fails by no more than \$1 to equal the sum of the down payments required by this regulation for all of the articles included in the order.

(f) Delivery in Anticipation of Instalment Sale.—Except as provided in the following paragraph, in case any listed article is delivered in anticipation of, or under any arrangement whereby delivery of a listed article precedes an instalment sale of that article or a similar article (such as, but not limited to, a delivery "on approval," "on trial," or as a "demonstrator"), the Registrant shall require, at or before the time of such delivery, a deposit equal to the down payment that would be required on such an instalment sale.

In order to qualify as an exception to the preceding paragraph, the article must be an article listed in Group B or in Group C, the delivery must be exclusively for the purpose of a bona fide trial, approval, or demonstration, and the Registrant must, within 10 days after such delivery, obtain the down payment referred to in the preceding paragraph or the return of the article. Every such case shall be evidenced by a written agreement signed by the respective parties, of which a copy shall be given to the prospective purchaser at the time of or before the delivery of the article, and such written agreement shall state clearly and prominently that (1) the delivery is exclusively for the purpose of a bona fide trial, approval, or demonstration, and (2) the prospective purchaser will make the required down payment (the amount of which shall be stated in the agree-

ment payments otherwise specified by this regulation may be modified, within the applicable maximum maturity, as follows:

(1) If the income received by the obligor from the main sources of his income customarily fluctuates materially from month to month or from season to season and the Registrant has a record of the facts relied upon by him in good faith in that connection, such schedule may be adapted to such customary flow of income provided (i) at least half of the credit is to be repaid within the first half of the applicable maximum maturity or at least two thirds of the credit is to be repaid within the first two thirds of the applicable maximum maturity, or (ii) payments are reduced or omitted in not more than 4 months of any calendar year but are otherwise in equal monthly amounts; or

(2) The Registrant may require terms of payment which (i) provide a final or other instalment payment which, as a result of rounding off preceding instalments by amounts less than \$1, is not more than 50 per cent greater in amount than the amount of any preceding instalment, or (ii) provide during the first four months of the maturity of the obligation additional instalment payments which are in substantially equal amounts and at approximately equal intervals if, as a result, no instalment is more than twice as large as any preceding instalment.

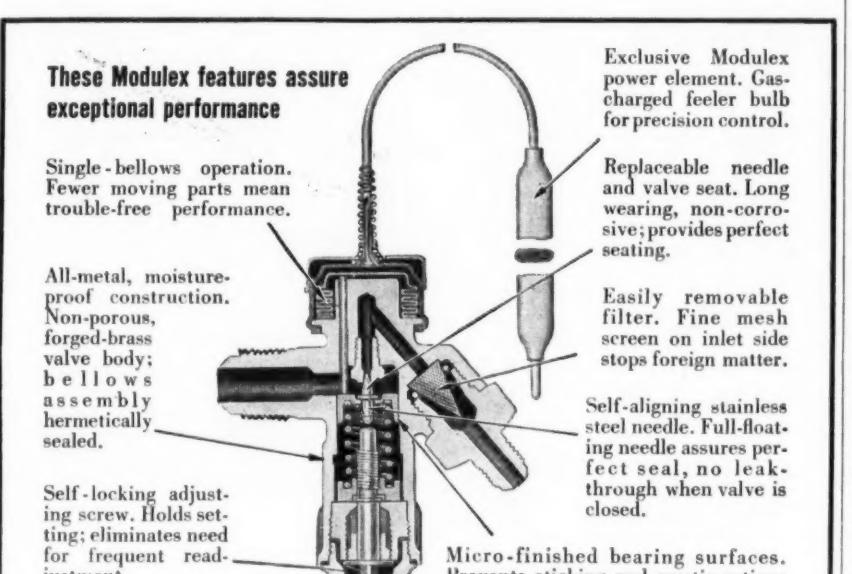
(b) Bona Fide Collection Effort; Serviceman's Pre-induction Debt.—Nothing in this regulation shall be construed to prevent any Registrant from making any renewal or revision, or taking any action that he shall deem necessary in good faith (1) for the Registrant's own protection in connection with any obligation which is in default and is the subject of bona fide collection effort by the Registrant, or (2) with respect to any obligation of any member of former member of the armed forces of the United States incurred prior to his induction into such service and assignment to active duty: Provided, that the instalment sale of any repossessed article must comply with the applicable requirements of this regulation.

(c) Payment Schedules for Seasonal Incomes, etc.—The schedule of instal-



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Provisions of Consumer Credit Regulation--

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ment) within 10 days after delivery of the article for trial, approval, or demonstration or will return or release the article within such 10-day period.

(g) **Sets and Groups of Articles.**—In determining whether the down payment and maximum loan value requirements of this regulation are applicable, any set, group, or assembly commonly considered, sold or used as a single unit shall be deemed to be a single listed article if the component parts thereof are sold or delivered at substantially the same time.

(h) **Evasive Side Agreements.**—No credit complies with the requirements of this regulation if at the time the obligation arises there is any agreement, arrangement, or understanding (1) by which the obligation is to be renewed or revised or terms which would permit final payment to be deferred beyond the date permitted by this regulation for such credit at its inception, or (2) by which the obligor is to be enabled to make repayment on conditions inconsistent in any other respect with those required by this regulation, or (3) by which there is to be any evasion or circumvention, or any concealment of any evasion or circumvention, of any requirement of this regulation.

(i) **Side Loan to Make Down Payment.**—A Registrant shall not extend any credit for financing the purchase of any listed article if he knows or has reason to know that there is, or that there is to be, any other credit of any kind extended in connection with the purchase of the listed article which would bring the total amount of credit extended in connection with such purchase beyond the amount of instalment credit permitted by this regulation; but, if the Registrant accepts in good faith a written statement signed by the obligor that no such other credit exists or is to be extended, such statement shall be deemed to be correct for the purposes of the Registrant.

(j) **Purchase of Article in Lieu of Trade-in.**—Anything which the seller of a listed article buys, or arranges to have bought, from the purchaser at or about the time of the purchase of the listed article shall be regarded as a trade-in for the purposes of this regulation.

(k) **Misuse of Coupon Plans.**—No coupon, ticket, or similar medium of credit, whether paid for in instalments or otherwise, shall be accepted by any Registrant in payment, in whole or in part, for any listed article if such acceptance, in effect, would permit the article to be sold on terms not complying with the requirements of this regulation.

SECTION 7. EXEMPT CREDITS

The provisions of this regulation, other than section 8(a), do not apply to any of the following:

(a) **Credits over \$2,500 Not Involving Automobiles.**—Any credit in a principal amount exceeding \$2,500, unless it is (1) an instalment sale of an article listed in Group A, or (2) an instalment loan the proceeds of which are to be used to purchase an article listed in Group A.

(b) **Business or Agricultural Loans.**—Any loan for business purposes to a business enterprise or for agricultural purposes to a person engaged in agriculture, provided the loan is not for the purpose of purchasing a listed article.

(c) **Credit to Dealers and Certain Salesmen.**—Any credit extended to a wholesaler or retailer to finance the purchase of any article for resale, or any credit extended to a bona fide salesman of automobiles in order to finance the purchase of a new automobile to be used by him principally as a demonstrator.

SECTION 8. MISCELLANEOUS PROVISION; DEFINITIONS

(a) **Preservation of Records; Inspections.**—Every Registrant shall preserve, for the life of the obligation to which they relate, such books of account, records, and other papers (including any statements or agreements required by or obtained pursuant to this regulation) as are relevant to establishing whether or not a credit qualifies for exemption under section 7, or whether or not it is otherwise in conformity with the requirements of this regulation, provided, however, that the Registrant may preserve photographic reproductions in lieu of such books of account, records, or other papers.

For the purpose of determining whether or not there has been compliance with the requirement of this regulation, every Registrant shall permit the Board or any Federal Reserve Bank by its duly authorized representatives, to make such inspections of his business operations as the Board or Federal Reserve Bank may deem necessary or appropriate, including inspections of books of account, contracts, letters, or other relevant papers wherever located, and, for such purpose, shall furnish such reports as the Board or the Federal Reserve Bank may require. When ordered to do so by the Board, every Registrant shall furnish, under oath or otherwise, such information relative to any transaction within the scope of the authority cited in section 1 as the Board may deem necessary or appropriate for such purpose, including the production of books of account, contracts, letters, or other papers in the custody or control of such person.

(c) **Enforceability of Contracts.**—Except as may subsequently be otherwise provided, all provisions of this regulation are designated, pursuant to section 2(d) of the Executive Order, as being "for administrative purposes" within the meaning of said section 2(d), which provides that noncompliance with provisions of the regulation so designated shall not affect the right to enforce contracts.

(e) **Clerical Errors.**—Any failure to comply with this regulation resulting from a mistake in determining, calculating, or recording any price, down payment, or credit, or other similar matter, shall not be construed to be a violation of this regulation if the Registrant establishes that such failure to comply was the result of excusable error and was not occasioned by a regular course of dealing.

(g) **Right of Registrant to Impose Stricter Requirements.**—Any Registrant has the right to refuse to extend credit, or to extend less credit than the amount permitted by this regulation, or to require that repayment be made within a

shorter period than the maximum permitted by this regulation.

(h) **Contracts Outstanding on Effective Date of Regulation.**—Nothing in this regulation shall prevent the performance of any valid contract or obligation entered into prior to the effective date of this regulation; but, when any obligation arising out of any credit extended prior to such date is combined with any credit extended on or after such date or is the subject of any renewal or revision made on or after such date, such credit shall be treated for the purposes of this regulation as having been extended on the date of such consolidation, renewal, or revision.

(i) **Definitions.**—For the purposes of this regulation, unless the context otherwise requires:

(1) "Instalment Credit" means a credit which the obligor undertakes to repay in two or more scheduled payments or as to which the obligor undertakes to make two or more scheduled payments or deposits usable to liquidate the credit, or which has a similar purpose or effect.

(2) "Instalment Sale" means an instalment credit in a principal amount of \$5,000 or less* which is made as principal, agent, or broker, by any seller or any article listed in the Supplement to this regulation (herein called a "listed article") and which arises out of a sale of such listed article. For this purpose, "sale" includes a lease, bailment, or other arrangement for the use of property, or

any other transaction, which is similar in purpose or effect to a sale.

(7) "Cash Price" means the bona fide cash purchase price of an article (net of any rebate or sales discount), including the bona fide cash purchase price of any accessories, the bona fide charge for any services sold or financed in connection with the article, any bona fide charges for delivery or installation, and any applicable sales taxes, but excluding any charges for interest, finance, or insurance.

* Certain instalment sales and instalment loans, including some that are in a principal amount exceeding \$2,500, are exempted from the regulation by section 7.

SUPPLEMENT TO REGULATION W

Part 1. **Listed Articles, Down Payments, Loan Values.**—For the purposes of Regulation W, the following articles, whether new or used, are "listed articles," and the following required down payments and maximum loan values are prescribed (such down payments and loan values to be calculated as specified in Parts 4 and 5 of this Supplement); but such down payment and loan value requirements shall not apply in the case of a listed article having a cash price of less than \$100, exclusive of any applicable sales tax.¹⁰

Group A—33 1/3 per cent minimum down

¹⁰ The exclusion of sales taxes in this part of the Supplement does not affect the use of the term "Cash Price" elsewhere in the regulation. "Cash Price" as defined in section 8(j) (7) generally includes applicable sales taxes.

payment, 66 2/3 per cent maximum loan value:

1. Automobiles (passenger cars designed for the purpose of transporting less than 10 passengers, including taxicabs).

Group B—15 per cent minimum down payment, 85 per cent maximum loan value:

1. Cooking stoves and ranges, designed for household use.

2. Dishwashers, mechanical, designed for household use.

3. Ironers designed for household use.

4. Refrigerators and food freezers, mechanical, designed for household use.

5. Washing machines or clothes drying machines designed for household use.

6. Combination units incorporating any listed article in the foregoing classifications of this Group B.

7. Air conditioners, room unit; dehumidifiers, mechanical.

8. Radio or television receiving sets, phonographs, or combinations.

9. Sewing machines designed for household use.

10. Suction cleaners designed for household use.

Group C—10 per cent minimum down payment, 90 per cent maximum loan value:

1. Furniture, household (including ice refrigerators, bed springs, mattresses, and lamps); and floor coverings, soft surface.

Group D—10 per cent minimum down payment, 90 per cent maximum loan value:

1. Residential repairs, alterations, or improvements.—Materials, articles, and services (other than articles listed elsewhere in the Supplement) in connection with repairs, alterations, or improvements upon urban, suburban, or rural real property in connection with existing structures.

Part 2. Maturities.—The maximum maturities for listed articles and for unclassified instalment loans are:

Group A 21 months

Group B 18 months

Group C 18 months

Group D 30 months

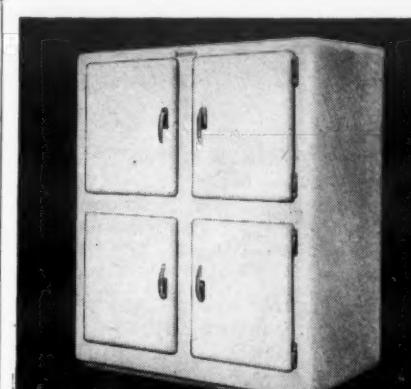
Unclassified Instalment

Loans 18 months

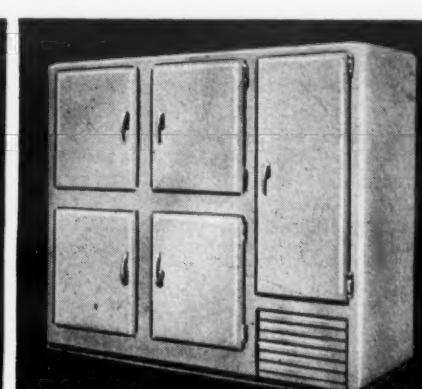
Part 3. Refinancing Pursuant to Statement of Changed Conditions.—The maximum maturity of any refinancing pursuant to a Statement of Changed Conditions as specified in section 5(b) is 24 months.

Part 5. Calculation of Down Payments for Articles in Groups B, C, and D.—In the case of any article listed in Group B, Group C, or Group D, the required down payment and the maximum loan value shall be (1) the specified percentage of the cash price of the article, or (2), in the event of a trade-in by the purchaser, the specified percentage of the net price of the listed article after deducting from the cash price of that article the amount allowed for the trade-in. Such down payment shall be obtained in cash in addition to any trade-in.

If the cash price of an article listed in Group D cannot be determined at the time the required down payment must be obtained or at the time of the loan, (1) the Registrant may substitute for the cash price in calculating such down payment a bona fide estimated cash price, or (2) the borrower may substitute for the cash price, and in calculating the maximum loan value the Registrant may rely in good faith on a bona fide estimated cash price as so stated in the Statement of the Borrower.



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IMPROVED BLOWER



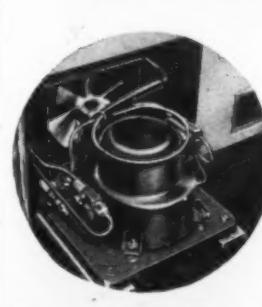
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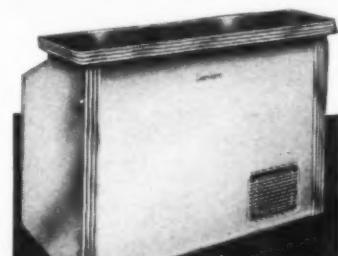
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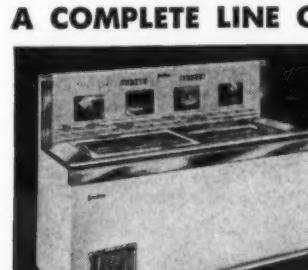
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Glass front—open top. Brilliant, colorful illumination; Available in 9 and 17 Cu. Ft. (Model OF-9 illustrated).



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AMERICA'S MODERN COMPLETE LINE
JORDON REFRIGERATOR CO.
Factory and Sales Division
58th St. and Grays Ave., Phila. 43, Pa.
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BElgrade 6-4510

25% PROFIT WITHOUT STOCKING ANY HOME FREEZER MATERIALS

If you don't stock packaging materials, we have a plan whereby you can make a 25% profit on sales to your customers.

We carry the most complete line in the United States. Prices are lower than through retail outlets.

Write today for details how you can make this 25% profit and perform a real service to your customers.

ARCHBALD ASSOCIATES
1053 Main St., Buffalo 9, N. Y.

Stores More in
Less Space...
Cools Faster!

Speed-Freeze

bottle beverage
coolers

write
IDEAL COOLER CORPORATION
2953 EASTON AVE., ST. LOUIS 6, MO.

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)
a socialistic government are quite different.

You see, socialism is based on unanimity of purpose. Because unanimity just doesn't happen amongst human beings, it must be enforced. And so it's the soulless tough guys to whom socialist movements must turn lest their purposes perish in committee do-nothing scrambles.

They'd Never Go for It

Most appealing idea of socialism is that everyone theoretically is treated alike. Same pay for like jobs—as in union contracts. If he gets a new Buick, I get one, too. If my family can have only half a pound of butter a month, no other family can have more.

Beautiful theory—if one cares to submerge into the faceless mob. And the tough-guy "Fuehrers" can make it work, too, in one nation at a time for a time.

But the theory breaks down when we follow it to its logical conclusion. If socialism is to bring about One World, the socialistic Britons should eat no more nor wear no more than their former vassals in India.

Can you imagine a left-wing American laborite suggesting that the wages of his union be levelled to

those of their counterparts in Yugoslavia or Siam?

If wealth and capitalistic holdings are to be redistributed equally, they should be scattered amongst the Chinese, the Eskimos, and the Hottentots. But British socialists, we're sure, would never agree to that. Nor would Russian Communists. That's why socialism, which assures everyone that its One World will usher in peace forever, always becomes intensely nationalistic.

Left-Wing Psychology

Those who decide they'd rather work for government than for private business sometimes nurture an inferiority complex. Fearful of their own stature amongst their fellows, they get a psychic lift out of identifying themselves with a ruling caste.

"Oh, yes," they admit proudly, "I'm with the Government."

And that feeling, naturally, contributes to the swelling of militant nationalism—and wars. When Government is God, all foreigners are enemies. "Those who aren't with us are against us."

Planners usually wind up as warlike nationalists; and it's always true that the amoral take over nationalistic movements. This is the fact which should be explained clearly to the 60% who don't understand why working for business is infinitely preferable to working for government. When Government is supreme, war is inevitable.

Businessmen are internationalistic, in the main. War hurts most of them (although some opportunists do profit *temporarily*; but never in the long run).

Commercial enterprises, *per se*, loathe war, because it interrupts business and destroys capital investments.

No Gentlemen Needed

Business firms do exercise certain powers over people who work for them, but these powers are decidedly limited. And you can always quit your job if you don't like it. Government powers, under socialism, are unlimited—and just try and quit your job! You're stuck, brother.

When the thugs get on top, as they invariably do in socialistic regimes, the gentlemen get short shrift. No one is given the benefit of a doubt. You're guilty unless you can prove yourself innocent. In this humorless, dreary, grim Adherence to Purpose, genial give-and-take has no place. (Quite contrary to working for a business firm).

Intolerance is the keynote. Kindly folk are liquidated, heartlessly and often brutally. Fun and happiness become mechanical and meaningless, if allowed at all. The State Marches On (and over the prostrate forms of men of good will).

The plug-uglies, the Fuehrers, have neither conscience nor scruples. The Plan must work. If families are uprooted, broken apart, so what? If children are snatched from their mothers, so what? If original thinkers refuse to recant and are subsequently sent to slave-labor chain-gangs, so what? If daughters are trained to spy upon their mothers, if sons become Judas Iscariots, so what?

The Fuehrer knows best, and the Jones family is helpless.

People are treated like cattle, and natural human feelings become subject to hilarious contempt and ribald jest.

Making Them Like It

Practical socialism would be intolerable if the human cattle didn't believe such whopping lies.

Through the constant ear-and-eye saturation of party-line propaganda, the cattle come to believe that black is white, and actually to pity their free brethren across the seas.

When the "intellectuals," the propagandizers, finish their dirty

work of putting over unconscionable lies, the Fuehrers rise to Power. In the meantime, the cattle forget their discontent in the smug misbelief that they and the thugs are striving for the same things.

Through association with old shibboleths and myths, through adroit misdirection of frustration, through bald manipulation of primal hates and urges, the prostituted propagandists of a Fuehrer often turn mass standards of decency and freedom upside down.

As Herr Goebbels once said, contemptuously: "The people will believe any Lie if it is monstrous enough and repeated often enough."

Party-liners invert the meanings of familiar word-symbols. Russia, for example, calls itself a "democracy."

In the end, the cattle are so confused that they tumble off a cliff, single-file or four-abreast, instead of plodding toward the water hole.

Don't Stick Your Neck Out; Conform—or Else!

As anyone who has ever worked under Civil Service or for the Army or Navy will testify, the most important thing you learn while in government service is:

"Don't stick your neck out."

Do as you're told, follow the manual of regulations, get plenty of counter-signatures and witnesses on every document, and never, never let loose a spontaneous idea.

Do nothing to upset the plans of the "big shots." Be a yes-man.

When you work for Big Government, you're in a strait-jacket. Science, the inquiring mind, and originators sink without a trace in the lava-flow of regulations.

The witcist who proclaimed that "Hell hath no fury like a woman scorned" most assuredly hadn't worked for a Lieutenant Commander or a Senior Analyst of the Department of Lost Digits of the Bureau of Missing Appropriations.

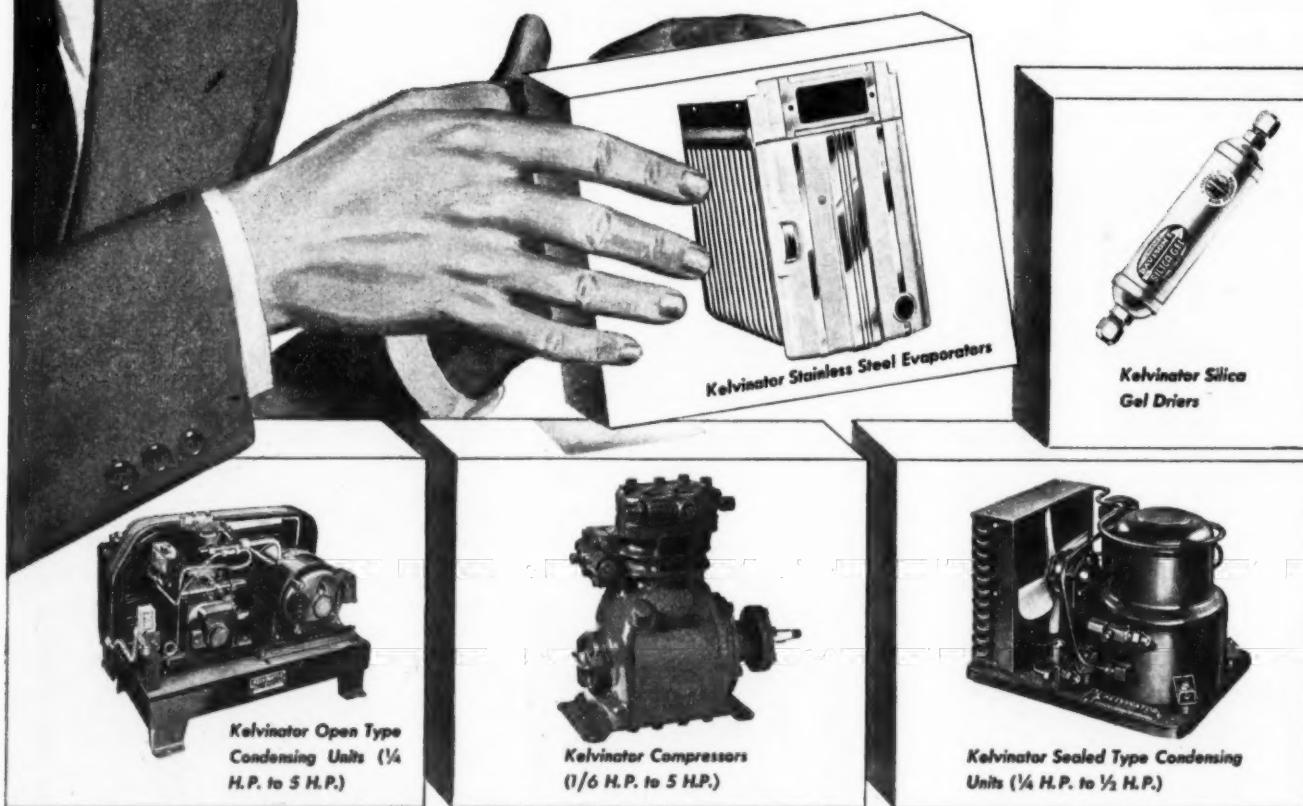
In the Bureau of Misapplied Funds, you aren't supposed to think. Just be there, do what you're told, and ask no questions. And turn out plenty of carbon copies.

Thus overorganization becomes stagnation, and the burial of creative imagination.

BUILD A FIRM BASE FOR PROFITS with KELVINATOR!

Sell Kelvinator—and watch sales go up on the soundest foundation of all... customer-satisfaction! You'll find that prospective buyers already know Kelvinator means time-proved dependability. You'll find that visible Kelvinator extra-quality clinches sales on the spot. And that the performance of Kelvinator items wins repeat customers as

a matter of course. See the complete range of parts and supplies to fit your needs... competitively priced... at your nearest Kelvinator depot. Write, phone, or stop in for helpful information on installation or service problems. Kelvinator, Division of Nash-Kelvinator Corporation, Detroit 32, Michigan.



PROFIT TODAY...BUILD FOR TOMORROW WITH

Kelvinator

THE NAME THAT SELLS...THE NAME THAT SATISFIES!



KELVINATOR
BEVERAGE COOLER



KELVINATOR FROZEN
FOOD MERCHANDISER



KELVINATOR
WATER COOLER

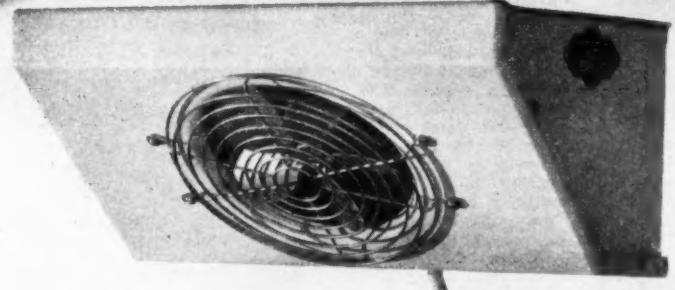


KELVINATOR ICE
CREAM CABINETS



KELVINATOR
AIR DRYER

BETZ CEILING UNITS



Only 8 1/8 inches high

Designed Specifically for Reach-Ins

Refrigerated air is exhausted against the back wall and travels in a positive path to the bottom. There is no short-cycling, door sweating or refrigeration losses.

MODEL NO.	BTU AT 1° TD	CFM	SURFACE SQ. FT.	DIMENSIONS		
				H	W	D
100-C	100	180	36.87	8 1/8"	18 1/2"	13 3/4"
130-C	130	250	53.11	8 1/8"	24 1/2"	13 3/4"
190-C	190	310	69.23	8 1/8"	30 1/2"	13 3/4"
260-C	260	415	90.88	8 1/8"	38 1/8"	13 3/4"

See Them at Your Wholesalers

BETZ CORPORATION

HAMMOND • INDIANA

Just Good, Sound Economy**NO...YOU'RE NOT HOARDING****Why freeze foods?**

Freezing is superior to all other methods of food preservation because frozen foods are almost identical with fresh foods in appearance, flavor and food values. The nutrition

family enjoy. You can serve foods that bring "June in January" to your table.

Virtually all kinds of foods may be frozen, even cooked foods such as cake, bread, chicken, baked beans, etc.

is easy. And

This advertisement was run in the local newspapers by the Pennsylvania Electric Co. to assure freezer owners and locker renters that they were helping the war effort instead of retarding it.

Utility Advertisement Assures Freezer Users That Storing Perishables Is Not Hoarding

ERIE, Pa.—To dispel the thought that storing of food in home freezers at this time of national emergency amounts to hoarding, the Pennsylvania Electric Co. used an institutional newspaper advertisement to point out that such a practice actually is good, sound economy.

The advertisement carried a sketch of a mother taking a package of frozen food from her home freezer as her little daughter looks on.

Said advertisement copy: "No, you're not hoarding when you buy perishable fruits, vegetables, poultry, meats, and fish in season to store for the future needs of your family. It's good sense... good sound economy. You buy these foods when they're in season, available in quantity and priced low.

"They are then frozen, safely stored in your home freezer or in your community frozen food locker plant to be served on your table months later, fresh, full of flavor, and with all their original flavor and food value."

The lower section of the advertisement was devoted to the various advantages of this system, under the caption: "Why Freeze Foods?"

Copy read: "Freezing is superior to all other methods of food preservation because frozen foods are almost identical with fresh foods in appearance, flavor, and food values.

"The nutrition value of proteins, fats, carbohydrates, and minerals is changed but little during the freezing process. Vitamins are retained to

a much greater degree than in any other food storage method.

"You have fresh foods the year-round. There are no periods of feast or famine—no periods when high, out of season prices prevent you from serving foods you and your family enjoy. You can serve foods that bring 'June in January' to your table.

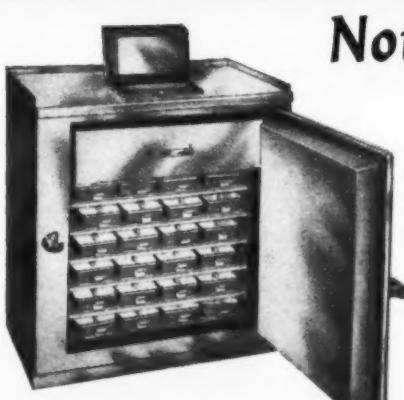
"Virtually all kinds of foods may be frozen, even cooked foods such as cake, bread, spaghetti, creamed chicken, baked beans, etc. Preparation of foods for freezing is easy. And frozen foods cook more quickly than fresh foods.

"Visit your electric home freezer dealer and the frozen food locker plant in your community. Learn all the facts about frozen foods and then begin to serve your family food that's fit for a king—the year-round."

Zenith, Olympic Raise Radio, Television Prices

NEW YORK CITY—Two more radio and television manufacturers recently announced price increases on certain models in their lines. The increases were said to be caused by rising costs of components and other production expenses.

Zenith Radio Corp. upped prices from \$2 to \$55 on 90% of the models in its radio and television lines. Olympic Radio & Television, Inc., jumped prices from \$10 to \$20 on four of its 12 television models.

SUPREME ICE CUBE MAKER**Nothing Like It!**

For details of our full line of all-steel under-bar beverage service equipment, send for Bulletin C50-N.

Manufactured by SUPREME METAL FABRICATORS, Inc.
27 Rodney Street • Brooklyn 11, N.Y.

Western Appliance Firm Has 3 Price Groups On Used Refrigerators

CHEYENNE, Wyo.—Jack's Appliance Co. here has been successful in selling used appliances at the break-even point or better during the past two months, following the rush of new appliance buying occasioned by the Korean outbreak, by grouping the used merchandise as to price and giving a one-year service guarantee, reports Irv Crown, manager.

Reconditioned trade-ins are classified into three groups, Crown said. These are divided price-wise into \$49.95, \$69.95, and \$89.95 groups which are advertised in the local newspapers and displayed in the used appliance department.

The lowest price group is composed mostly of small refrigerators suitable for apartment use. A \$10 down payment is required for delivery. The next price group is featured as capable of giving years of course for many American meals."

The highest price group is promoted as "like new," and includes all the popular makes. The \$10 down and monthly payments credit rule applies to each price group, Crown added. In addition to refrigerators, washing machines and ranges are featured on monthly payments.

Decatur, Ga. Dealer Opens

DECATUR, Ga.—Cecil E. Lambert has announced the opening of East Lake Hardware & Appliances, Inc., 707 East Lake Dr., featuring General Electric and Admiral appliances.

'Look' Magazine Features Modern Miracle Of Perishable Summer Food on Winter Tables

NEW YORK CITY—"A miracle often taken for granted: summer foods on home tables all year" is examined in the Sept. 26 issue of *Look* magazine.

In a two-page feature entitled "America Erases Food Seasons," *Look* points out that developments in refrigerated shipments, freezing, canning, and air transport have changed food tastes radically and altered meals dramatically.

"These, combined, have brought the variety, color, and appeal of June-to-September farm table to the country as a whole—all year," the magazine says.

"Today, we eat about 11% more food than we did in 1937—the greatest increase, in fruits and vegetables (which benefit most from new shipping and packing procedures). The relatively recent canned and frozen concentrated juices have caught on everywhere too, creating a new first course for many American meals."

The layout includes a full-page, four-color picture of a winter table of foods "that once spelled spring and summer, now on hand all year and everywhere"

"Two generations ago," the article states, "the color picture opposite would have seemed pure fantasy to many Americans."

"Spring and summer delicacies such as fried young chickens, buttered asparagus, strawberries, blueberries, corn on the cob, and ripe tomatoes, to say nothing of grapes, cherries, peaches, and plums, were

enjoyed only when they appeared in each region.

"When the snows fell, carrots, cabbage, and home preserves were brought up from the cellar. Older birds were roasted or stewed. Apples were the fruit for munching and oranges, a winter luxury, were costly, rare up north. Those who lived near enough to fresh lobsters enjoyed them; others just didn't have them."

Look notes that new developments have also erased boundaries.

"Newest and still expensive air transport brings tree-ripened California fruits to the east coast, live lobsters inland," it says. "Fresh fruits from South America's summer are flown to North America's winter, for luxury tables. Frozen foods travel across country, flavor intact, into homes with freezers."

Fresh-frozen foods, with their summer flavor and brightness, now have 19 million more customers than they did 10 years ago, readers are told.

"In 1930," *Look* declares, "there was one major frozen-foods company; now there are more than a thousand, and the list of frozen foods grows."

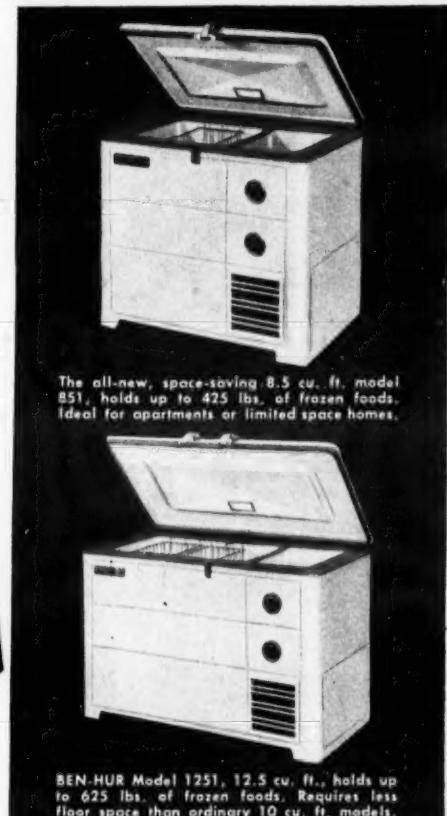
"Added to popular frozen concentrated juices, berries, fruits, top-ranking peas, and other vegetables are such specialties as rock-lobster tails frozen as far away as South Africa, pies, blintzes, turtle soup, oysters, and rainbow brook trout."

Back of the new developments, scientists "are working to create crops that lend themselves to freezing or canning," *Look* concludes.

SALES ARE TERRIFIC WITH THE ALL NEW LINE OF

R.O.P. BEN-HUR

America's Finest



The all-new, space-saving 8.5 cu. ft. model 851, holds up to 425 lbs. of frozen foods. Ideal for apartments or limited space homes.

BEN-HUR Model 1251, 12.5 cu. ft., holds up to 625 lbs. of frozen foods. Requires less floor space than ordinary 10 cu. ft. models.

FARM & HOME FREEZERS

BEN-HUR R.O.P.* gives you that extra value that moves more freezers off your floor

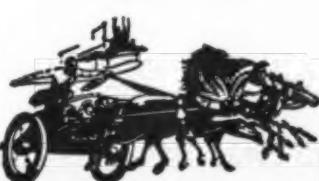


The BEN-HUR R.O.P.* Tag on every freezer in the great new line is only part of the all-out merchandising BEN-HUR gives you to move freezers, write a record year in freezer sales.

And BEN-HUR R.O.P.* insures your profits, assures your customers of years of trouble-free performance. Your profits won't be dribbled away through expensive service calls.

Have your BEN-HUR distributor give you the complete sales story on the new BEN-HUR line that features four great models, one to meet the needs of every family; more food storage space in less floor area; plus many other outstanding BEN-HUR values. Or write today for further information.

*Record of Performance.



BEN-HUR MFG. CO.

DEPT. AC, 534 EAST KEEFE AVENUE
MILWAUKEE 12, WISCONSIN

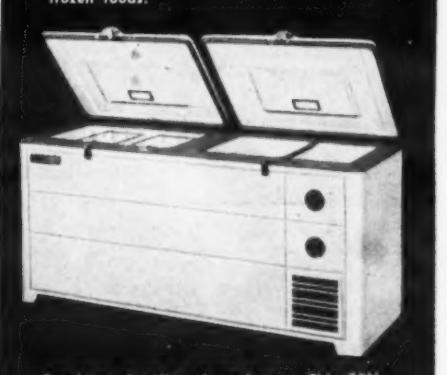
BEN-HUR

FARM and HOME FREEZERS

HAILED FROM COAST TO COAST FOR TROUBLE-FREE PERFORMANCE BY LEADING INDEPENDENT DISTRIBUTORS AND DEALERS



For medium to large size families, 16 cu. ft. model 1651, holds up to 800 lbs. of frozen foods.



For large families, farm homes. This BEN-HUR 20 cu. ft. Model 2051 is actually 8" shorter than many 16 or 18 cu. ft. models.



with a **United**
DRY-KOOL
BOTTLE COOLER

You eliminate slippery wet bottles with a United Dry-Kool. This fine bottle cooler features quick EVEN cooling, clean DRY handling and United's exclusive "Lift-A-Way" doors. Manufactured in 4, 6, 8 and 10 foot sizes, the Dry-Kool can be had with either detached or self-contained refrigerating unit.

NO WASTE SPACE

United Dry-Kool bottle cooler efficiently swallows case after case in its roomy, well-planned interior.

SIMPLE TO INSTALL

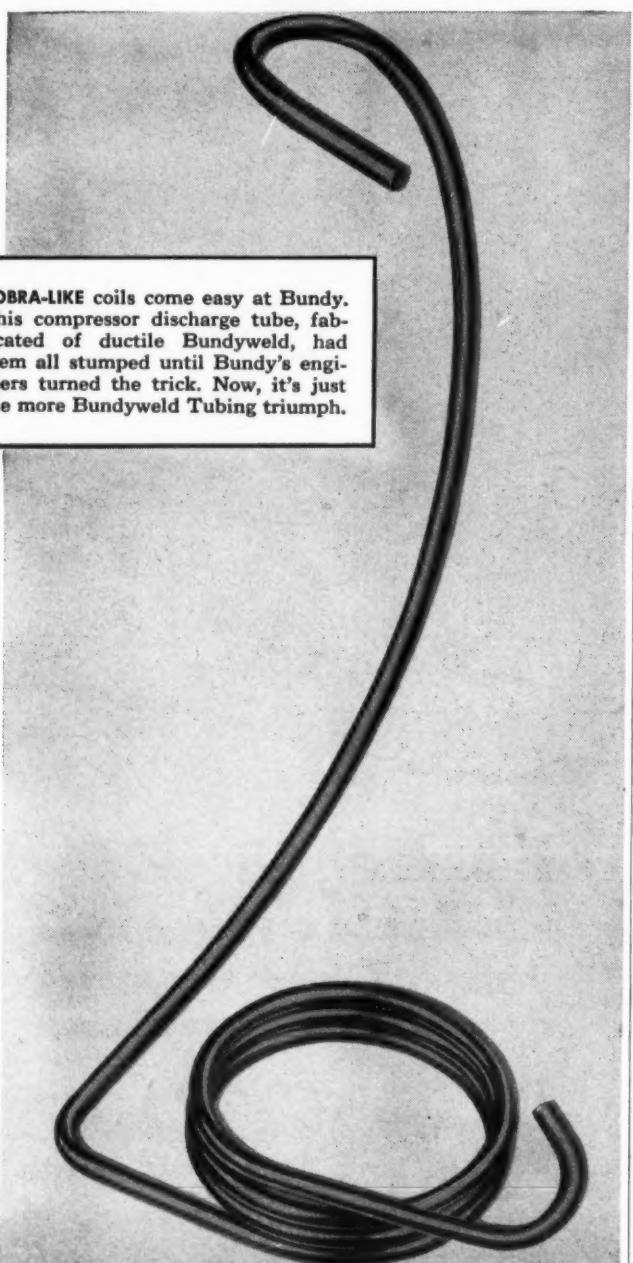
Dry-Kools present no installation problems... and are attractive fixtures in any business establishment.

For Complete Information Write or Phone

UNITED REFRIGERATOR COMPANY
HUDSON, WISCONSIN



COBRA-LIKE coils come easy at Bundy. This compressor discharge tube, fabricated of ductile Bundyweld, had them all stumped until Bundy's engineers turned the trick. Now, it's just one more Bundyweld Tubing triumph.



Better see Bundy if you're stumped by a bend!

Of course Bundyweld is just about the finest tubing ever used in a refrigeration application. But that's only half the Bundy story.

For our engineers have developed the bending of tubing to a fine art. The tougher and trickier the bends in your new coil or condenser are, the happier we'll be to work with you in producing it in volume to your exact specifications.

Bundy attacks new problems from the word "go," often designing new fixtures if there's a possible chance to do a better job or to save a penny or minute for you. That's why "Better see Bundy" is fast becoming a watchword in refrigeration.

And no wonder, considering this famous Bundy service plus the unique advantages of Bundyweld itself. Made by a patented construction, Bundyweld is double-walled from a single strip... extra-strong, with thinner, faster-cooling walls, light in weight and amazingly leakproof and resistant to vibration fatigue.

Learn all the facts about Bundyweld profit possibilities in your picture now. Call a distributor listed below, or write: **Bundy Tubing Company, Detroit 14, Michigan.**

Bundyweld Tubing

DOUBLE-WALLED FROM A SINGLE STRIP

WHY BUNDYWELD IS BETTER TUBING



NOTE the exclusive patented Bundyweld beveled edge, which affords a smoother joint, absence of bead and less chance for any leakage.



The wide acceptance of Standard's Counter-flow Condensers proves their dependable quality. Sizes from 1/2 to 15 h.p. Used by refrigeration men for more than a quarter century. Write for Bulletin C-3.

STANDARD REFRIGERATION CO.
332 S. Hoyne Ave., Chicago 12, Ill.

STAINLESS STEEL EVAPORATORS
LIQUID RECEIVERS
COUNTERFLOW CONDENSERS
SHELL AND COIL CONDENSERS

Genuine Joe says...
**"Send for this
FREE Bulletin"**

Write for Catalog MU-40... Every repair shop needs one. It helps determine the catalog number and price of Wagner Motor Parts.

Wagner Electric Corporation
6471 PLYMOUTH AVENUE, SAINT LOUIS 14, MO., U.S.A.



**OWENS-CORNING
FIBERGLAS**
**THE UNIVERSAL
APPLIANCE INSULATION**
Makes easier sales
for bigger profits!

Owens-Corning Fiberglas Corporation,
Dept. 107-1-18, Toledo, Ohio.

Locker Operator's Home Freezer Rental Plan Revives Sagging Volume, Boosts Meat Sales

By John O. Sweet and George M. Hanning

WEST BRANCH, Mich. — Concerned over a decline in use of his 450 frozen food lockers during the past few years, Leon Rabidue, owner of West Branch Packing House, has turned to renting the small 4.1-cu. ft. Crosley freezer to townspeople in order to maintain volume sales on meats—his main business.

He will install a freezer for \$25 down and \$25 per year for seven years. At the end of that time the freezer becomes the property of the customer.

Over the past couple of years, Rabidue found that many of his locker customers were cancelling out in the summertime. Their lockers—for which they were paying \$12 or \$15 a year—were nearly empty and they could see no reason for keeping them.

He asked these customers why they were dropping out. One of the biggest reasons given was that they did not like to make frequent trips to his plant to pick up small quantities of food.

West Branch Packing House is known to carry a quality line of meats which its patrons enjoy, but trips to the packing plant brought them too close to the odors, blood, and other unpleasant aspects of a slaughtering plant. This, too, some of them did not like.

In casting about for a solution to

the problem, the firm hit upon the idea of renting freezers to its patrons and stocking the freezers at regular intervals with its well-known meats. Customer response to this proposal was invariably favorable.

So, about six months ago, Rabidue arranged with the Crosley distributor in his territory to handle the small Crosley freezer. Through an uncle, Rabidue was able to secure sufficient financing to give his rental plan a trial.

One of the first freezers the packing house received was filled with food, loaded on a panel truck, and taken downtown by Bob McGowan, one of the company's meat salesmen.

Having lived in this small resort community (about 2,500 population) all his life, McGowan knew practically all of the permanent residents. He called them by name to look over his freezer while he explained the offer that literally took West Branch by storm.

**\$200 SALE PRICE INCLUDES
7 YEARS OF SERVICING**

The offer was simply this. The packing house would install a freezer in the consumer's home for a down payment of \$25. The customer would then agree to pay \$25 per year for the next seven years. Total price of the contract, therefore, was \$200. In addition, the company contracted to handle all of the service on the units during the seven-year period.

In approaching the first few prospects, McGowan discovered—somewhat to his surprise—that there was no selling job involved. They all went for the idea almost immediately.

Before he went home that night, McGowan had more orders than he could deliver. To date, he has placed some 32 freezers in the homes of townspeople and is awaiting a shipment of seven more. He says he had a waiting list of 50 and could place 250 freezers in two weeks if he could get the merchandise.

"Hardly a day goes by but what someone demands to know when he's going to get a freezer," he explained.

Off hand, the offer sounded too good to be true. There was bound to be a catch in it somewhere, people thought.

**EVEN PRICE-CONSCIOUS
PROSPECT LIKES DEAL**

One of the first customers, the local veterinarian, went so far as to take a trip to another town to price the freezer and compare it with other models. He even figured up the interest on the investment.

The packing house deal was still to his way the best, so, although he previously had decided he couldn't afford to buy a freezer this year, he signed up quickly.

McGowan recalled that one of the wealthier residents of the community, who could "buy a dozen freezers with hard cash without batting an eye," took one on the packer's plan. He wanted to try it out first. He figured that there would be no cheaper way to do so than to rent one for a year.

Other residents seemed to feel much the same way. They did not want to buy one without being able to try it out first. This offer was made to order for them and they grabbed it.

McGowan made a particular point of signing up the town's four doctors. Then he used the argument that if the doctors went for the plan, it must be all right.

Of course, one of the big factors in the rapid-fire response was not the freezer itself. It was the opportunity it offered to keep on hand right in their own home a stock of West Branch Packing House's quality meats, which are vacuum-packed by the Cryovac process.

As the firm has refrigerated trucks out selling its meats to the restaurant, hotel, and lodge trade in this popular fishing and hunting area, it was a simple matter to arrange delivery schedules to homes in this small town.

McGowan said different delivery periods were tried ranging from once a week to once a month. The most satisfactory seems to be delivery every two weeks. Over this period of time, the customer has an opportunity to deplete her supply sufficiently to order in larger quantities. Once a week was too often and many times, when called upon, the customer would rather not order than to place a small one.

McGowan said the average order has been increasing every week and the latest figure was \$19. Buying from the packing house also offers the customer the benefit of a 15% discount on their meats, and for that matter, all their frozen foods.

The firm, in addition to selling meats, also handles several brands of frozen fruits and vegetables and juices. However, he finds, the meats are the biggest attraction.

From his standpoint, McGowan said, the freezer rental idea has been even more successful than originally expected. Not only are the old customers retained, but by having a supply of meats at their finger tips, they are using more of them.

**PLAN MAY AID BUSINESS
DURING WINTER MONTHS**

Another advantage that Rabidue hopes his plan will provide is a source of business over the winter months. Business is always very good during the summer and fall when tourists are swarming over the territory. But when winter comes, the bottom drops out.

If he can get a sufficient number of freezers out, he hopes to be able to hold his volume up enough to keep all of his men employed the year-round. At present, the company employs 19 persons: three salesmen, four drivers, two secretaries, and 10 butchers.

There is no clause in Rabidue's rental contract that requires the

(Concluded on next page)

Why Bundyweld is better tubing

Bundyweld starts as a single strip of basic metal, continuously rolled twice around laterally into a tube of uniform thickness, and passed through a furnace. Bonding metal fuses with basic metal, presto—**SIZES UP TO 1/2 O.D.** **Bundyweld... double-walled and brazed through 360° of wall contact.**

Bundy Tubing Distributors and Representatives: Cambridge 42, Mass.: Austin-Hastings Co., Inc., 226 Binney St. • Chattanooga 2, Tenn.: Peirson-Deakins Co., 823-824 Chattanooga 4. • Chicago 32, Ill.: Lapham-Hickey Co., 3333 W. 47th Place. • Elizabeth, New Jersey: A. B. Murray Co., Inc., Post Office Box 476. • Philadelphia 3, Penn.: Roton & Co., 404 Architects Bldg. • San Francisco 10, Calif.: Pacific Metals Co., Ltd., 3100 19th St. • Seattle 4, Wash.: Eagle Metals Co., 3628 E. Marginal Way. • Toronto 5, Ontario, Canada: Alloy Metal Sales, Ltd., 881 Bay St. • Bundyweld nickel and Monel tubing is sold by distributors of nickel and nickel alloys in principal cities.

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Renting Small Freezer Seen Method of Building Demand for Larger Sizes Later

(Concluded from preceding page) renters to buy meats from him, though the idea is planted with every installation. He is depending on his reputation for quality products to keep this trade.

TERMS OF THE AGREEMENT

Under terms of the title retaining contract, West Branch Packing House agrees to sell the freezer to the customer "upon and after full payment therefore by the second party (customer) of the sum of \$200 without interest if instalment payment shall be made promptly when due in the following manner: \$25 upon the execution and delivery of this agreement, and the balance of \$175 in annual instalments of \$25 each, commencing one year after date.

"In the event that any instalment payment shall not be paid when due, balance of principal due hereunder shall bear interest at the rate of 6% per annum until all defaults—in respect to instalments due—shall have been cured, such interest to be payable in full when any delinquent instalment payment or payments shall be made.

"Party of the second part shall keep the property insured against loss by fire, lightning, and other casualty and in the event of destruction of the property hereby sold the entire balance of principal due hereunder, and interest if any, shall be due and payable forthwith."

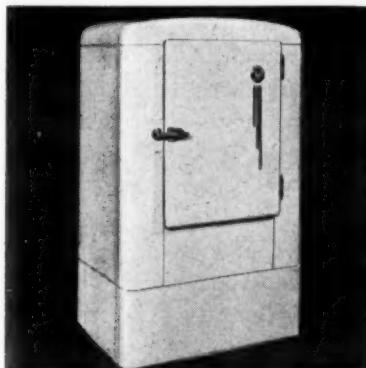
The contract states that the title shall remain with the seller. The seller, it continues, "agrees that he will service the property hereby sold and keep and maintain it in good repair for the use and benefit of the party of the second part during the life of this contract, except that said party of the first part shall have no duty or obligations to make any repairs to said property resulting from damage by fire, lightning, or other casualty."

10-DAY DEFAULT CLAUSE

A default of 10 days gives the seller the right to cancel the contract and take back the freezer. The seller also keeps all payments made up to that time as damages for forfeiture of contract.

The purchaser agrees not to "sell, assign, or transfer his interest in the above described property as evi-

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denced by this contract without the written consent of the party of the first part or his assignee."

So far there have been only two catches in the plan. One is getting enough freezers to fill the demand and the other is getting enough money to finance the deals. For the latter, Rabidue is currently out looking for assistance.

OTHER DEALERS REACTION

Asked how the local appliance dealers who sold freezers are reacting to this offer, McGowan admitted that some are squawking about it but others think that it is building future business for them.

They look at it this way. The packing house is only handling the small size freezer. Another dealer has the Crosley franchise on the larger size freezers. The history of the industry indicates that once people get used to a freezer, they will find the 4-cu. ft. freezer much too small for their needs. Then they will be out looking for a bigger freezer and the appliance dealers will be ready to supply them.

OPENS UP 'CITY MARKET'

Besides, the market that the packing house is opening up is the "city" market—people who live right in town rather than out on farms. This market has been difficult to reach heretofore and the regular dealers have made few sales there.

Rabidue, too, figures that the course of events will run the same way. But he is not worried. With freezers in such short supply in comparison with the great demand for them that he has found, he feels that he can replace with no trouble at all every freezer that customers might turn back to him.

And, even without his freezer in their home, his meat delivery service will still be attractive to the "lost" customers and keep them on his lists.

WILL TRY TO SPREAD IT

Besides, there are a number of other towns in his territory that he feels would respond to the idea as well as West Branch—towns that he is not able to even touch now because he cannot get enough freezers and financing.

What the idea has meant to the customers is indicated by the town veterinarian, Dr. Robert Rea.

Rea declared that the freezer has enabled his family of four to eat on an entirely different level than before. The economies of the freezer are insignificant, he commented, as compared to the convenience factors.

TAKES FREEZER TO COTTAGE

He now buys more of Rabidue's meats than he used to, because he enjoys them so much ("I could eat his country sausage till it comes out of my ears.") In addition, the Crosley freezer is small enough so that he can load it on his truck and take it to the cottage with him when he goes to the lake. He plugs the freezer in at the cottage and stocks it with meats and ice cream and other things that the family could normally never store while at the lake.

When they come back to town, they just bring the freezer back with them.

Another advantage he mentioned was that his wife stores coffee cakes in the freezer for him. He is the only one in the family that eats them and they normally would go stale before he could finish them. Now, he can even have a variety with no fear that they will go stale.

So far, he has found that the 4-cu. ft. size is sufficient for his needs. But, McGowan points out, wait until after the harvest and then see what happens.

Purchasing Agents Find Escalator Clause Popular

NEW YORK CITY—With full production schedules working on large backlog of orders, American industries found themselves during August using up their inventories of materials faster than they were able to replace them.

The National Association of Purchasing Agents said in its monthly business survey that this was the first time in three months that industrial inventories declined.

General business continued moving to higher levels though indications are that it will level off during the next few months, the survey stated. Production and new orders increased steadily throughout August.

Prices of industrial materials also continued to rise, while the price gains in many fabricated items are out of proportion to the increase in the materials used, the survey said.

Escalator clauses are more common now in purchasing contracts. Only a few companies are now able to work on commitments of 60 days or less. About 28% require commitments of 90 days or more with some going to 4 to 5 months.

Questioned about the value of price, material, and inventory controls, the majority of the purchasing agents felt that their imposition now would be harmful.

They said that voluntary allocations are working fairly well, that present defense requirements are not too heavy, and that price ceilings would become price protection which would eliminate free play in the supply and demand forces on prices.

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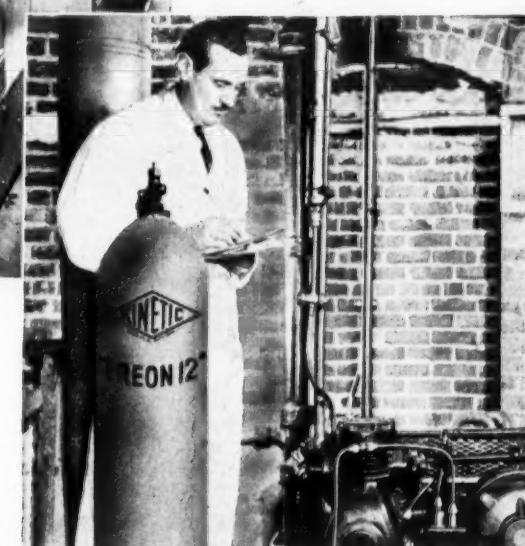
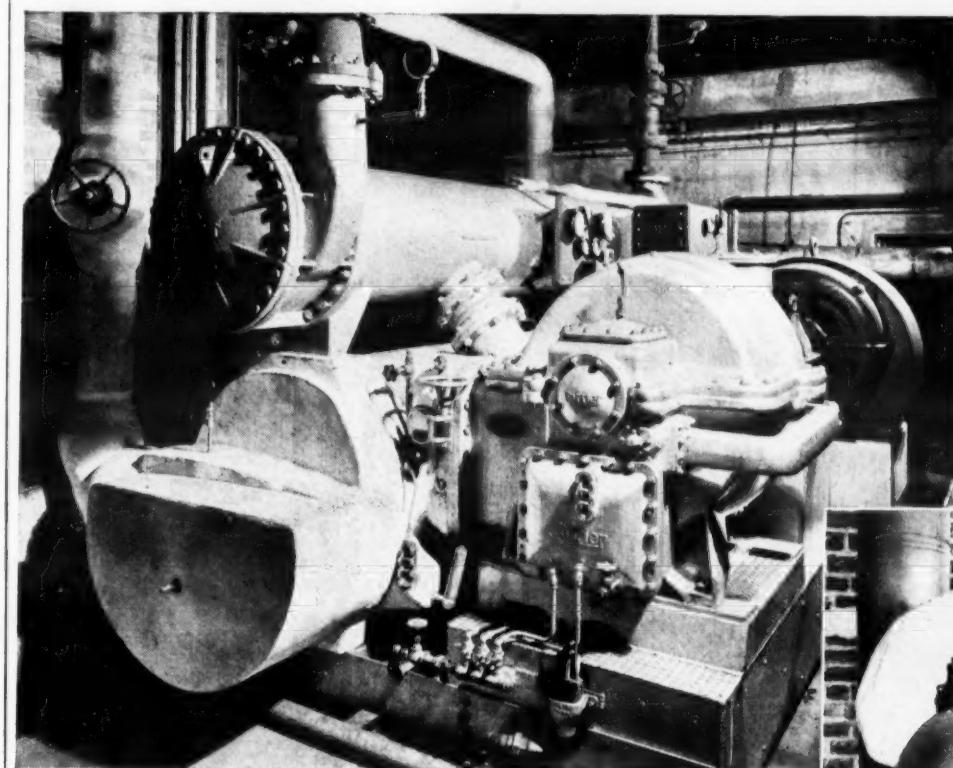
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A compact Copeland unit provides safe refrigeration in a small locker plant using "Freon" refrigerants.



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"Freon" refrigerants give eco-

nomical service, too. For their extremely low moisture content prevents freezing at the expansion device . . . actually minimizes the possibilities of corrosion.

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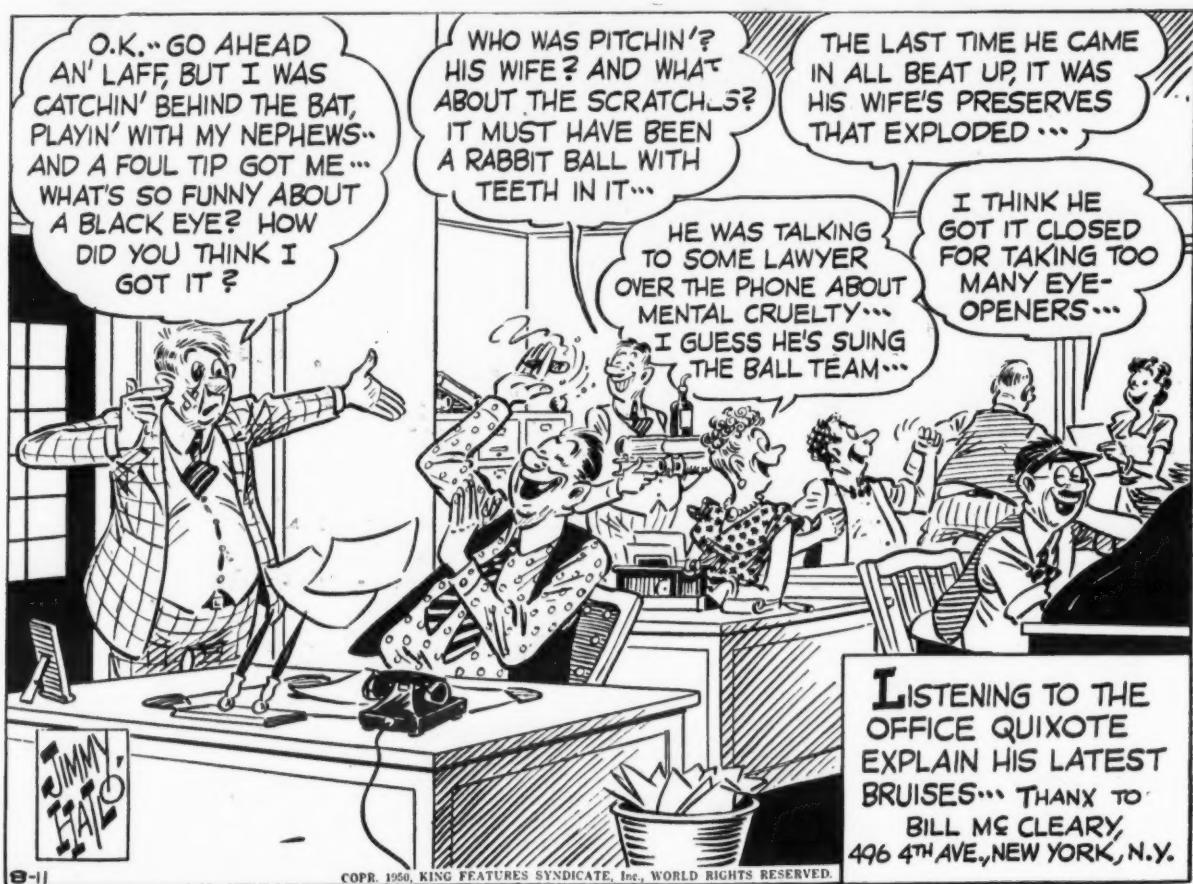


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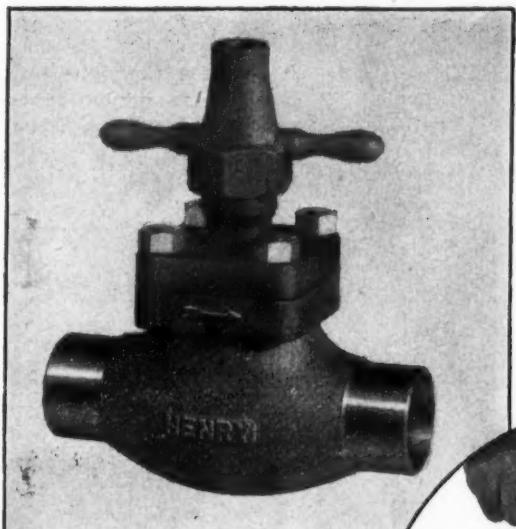
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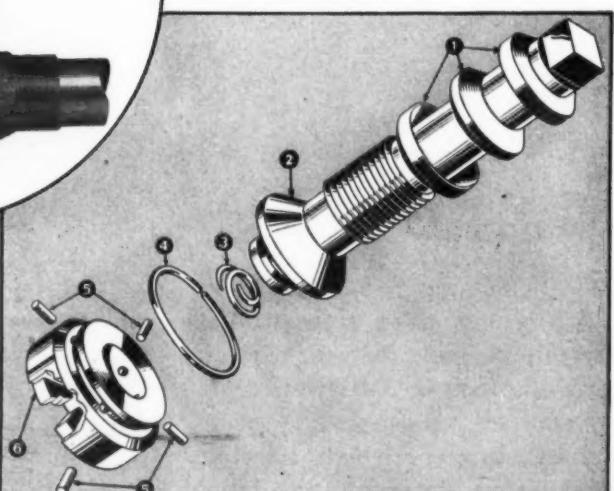
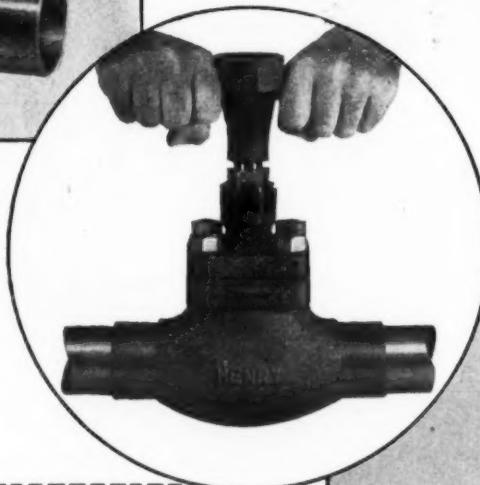
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"I have always felt that whatever the Divine Providence permitted to occur I was not too proud to report. The people are not served by pussyfooting, or by that sort of journalism in which nobody will ask who is the editor of a paper or the writer of an article, and nobody will care."—Charles A. Dana.

Air Conditioning Is Hospitality In a Package

NO doubt about it, the restaurant business is big. It has a 12 billion dollar annual volume, feeds some 70 million people, and uses one-fourth of all the food consumed in the United States.

Likewise its problems are tough: Labor costs are high and food costs are running away. Sales, however, are levelling off, and in many cases slipping.

Consequently the ordinary dining room operator feels as if he's "in the middle." He's got the job of keeping expenses to a minimum, yet he must spend money—and wisely—if he ever hopes to increase his profit.

If you're an air conditioning dealer, you couldn't ask for a more favorable sales opportunity. The product you sell provides the restaurateur with exactly the kind of equipment he needs to solve his dilemma.

For one thing, the use of air conditioning is a definite help in keeping employee costs to a minimum. There's no question that a hot, humid atmosphere in the kitchen working area hampers cooks and waitresses. They simply cannot work as fast or as well. Consequently, the restaurant owner who does not provide air conditioning is needlessly sapping the efficiency of his workers. And that, mind you, at a time when he's paying more for efficiency in the form of higher wages! Hardly a profitable arrangement.

The same might be said for the sales end of the picture. With revenue lagging, the wide-awake dining room managers naturally are busy looking for new ways to bring in more money. They realize the necessity for encouraging every customer to spend more money per visit and make his visits more frequent.

Once upon a time "good food" alone was enough to do the trick. But now the more discriminating taste that has come with our higher living standard makes it necessary for restaurant operators also to stress the "pleasant atmosphere" in their eating establishments in order to attract patronage. The National Restaurant Association itself champions this cause with the slogan "Hospitality and Good Food." It's a safe bet that member firms everywhere are on the alert for any product or service which helps them live up to their slogan.

In that respect, air conditioning is a "natural." For what atmosphere could be more pleasant on a hot sticky day than cool, filtered, fresh air? The air conditioner is the only product which provides that "pleasant atmosphere" ready-made. Thus, it fits right in with what the restaurant men themselves are trying to do.

And here's one additional argument that's sure to impress dining room operators on your prospect list:

Air conditioning doesn't merely bring customers back again and again. It makes them eat more!

Common sense tells you that a patron who is cool and comfortable naturally will have a bigger appetite than he would if he were still gasping from the effects of high temperature and humidity. Consider, for example, this report from a Texas cafeteria operator: (italics are ours).

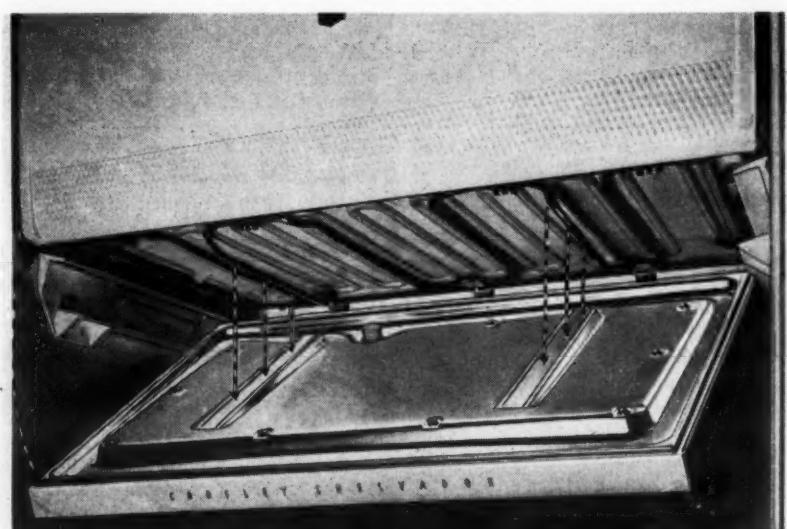
"Since we installed air conditioning, customers are comfortable and it is easier to satisfy them. We've found that our average check is higher than before, possibly due to the fact that patrons get cooled off before reaching the service counter and feel like eating more!"

That's the type of atmosphere restaurant men want to provide—because it means more profit to them. Your job is to show them how the "hospitality" packaged in an air conditioner can make a real contribution to the success of their business.

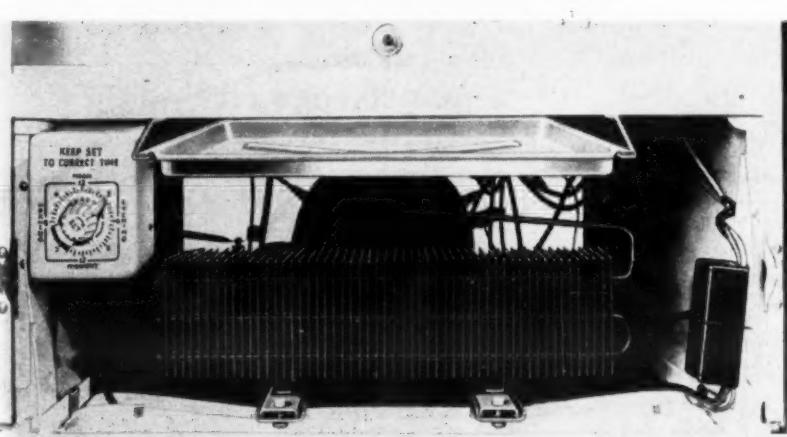
News-Making Features In Crosley '51 Lines



Thoben Elrod, Crosley home freezer sales manager, holds the "home" ice cream freezer which will be a standard accessory for Crosley custom freezer models. Small motor that gives off a minimum of heat is on top, aluminum cylindrical freezing cylinder below. A half gallon of ice cream may be made in 30 to 45 minutes with this freezer, it is claimed.



Baffle of a Crosley 1951 refrigerator model that is equipped with automatic defrosting has been lowered to show the heating elements utilized on the lower freezer plate to effect the automatic defrosting operation. Similar elements are attached to the upper freezer plate. Arrows also indicate troughs on the aluminum baffle which carry away defrost water. Door to the frozen food compartment is above.



Defrost water in the Crosley automatic defrosting models drains from the heated baffle through an aluminum tube into this pan located over the compressor in the compartment at the bottom of the refrigerator. Here heat and air circulation quickly evaporates the water from the pan, which thus never needs to be removed or emptied, the company claims. At left may be seen the timer mechanism which automatically sets the defrosting cycle in operation at 3 o'clock every morning.

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What Is an 'ASA' Code?

Standards Such as Refrigeration Safety Code Represent Work of All Interested Parties, Serve as Model for Local Codes

NEW YORK CITY—What is the significance of the "ASA" in the recently approved revised ASA B9 Safety Code for Mechanical Refrigeration?

It means in effect that the code was formulated under procedures recommended by the American Standards Association and "accepted" by the American Standards Association's Sectional Committee concerned with the code in question.

It does not mean that the code becomes a regulatory "law" for any state or municipality, nor does it mean that state or city governments will adopt it in its entirety. But such is the weight of the prestige behind an ASA code or standard that the authorities will usually follow it in its sense if not to the letter in drawing up new or revised safety codes or regulations.

FOR USE BY CODE-MAKERS

Which is the reason why any refrigeration and air conditioning group that is interested in making certain that any code-making authorities in their particular communities be apprised of code regulations that have been drawn up and approved by the country's best authorities on the subject, they should get copies of the ASA B9 Code for Mechanical Refrigeration, from the national headquarters of the American Society of Refrigerating En-

gineers in New York City.

The American Society of Refrigerating Engineers is the sponsoring organization for the Safety Code for Mechanical Refrigeration. The code was approved by the ASRE at its June meeting in Kansas City. Formulation of the code was done by the ASA sectional committee which included nearly 50 representatives from 36 interested organizations.

The ASA constitutes a federation of national organizations who are interested in standards. Air Conditioning & Refrigerating Machinery Association, Refrigeration Equipment Manufacturers Association, and National Electrical Manufacturers Association are all "member-bodies" of the ASA.

Since national standards are so necessary in many phases of business, so is a national standardizing body of prime importance in order to provide a means for coordinating the work of the numerous organizations which are engaged in standardization activities. Lack of coordination leads to duplication of effort or, even worse, to conflicting standards on the same subject. The ASA is set up to provide this coordination.

Procedures of the ASA for the initiation, development, and approval of a standard require a consensus of all those substantially concerned with its scope and provisions. An

ASA Standard, therefore, represents a democratic consensus of informed people which may be accepted voluntarily by all concerned with its provisions.

PRIVATE ENTERPRISE PROJECT

It represents a standard developed by private enterprise, with the cooperation and participation of government, for the benefit of the producers and users of the products of American business. It is the American alternative to compulsory standards issued by the government-controlled standards organizations of some other countries, where free and full participation by all concerned is rare.

The ASA provides the machinery, through its organization and procedures, for the establishment of American Standards but does not itself formulate standards.

The administrative sponsor is responsible for the organization of the working committee (known as the Sectional Committee) to formulate the standard, for the administration of the project, and for providing the necessary facilities for carrying out the work, including financial support. The Sectional Committee functions in accordance with the ASA established procedures in order that the completed standard may qualify for approval as an American standard.

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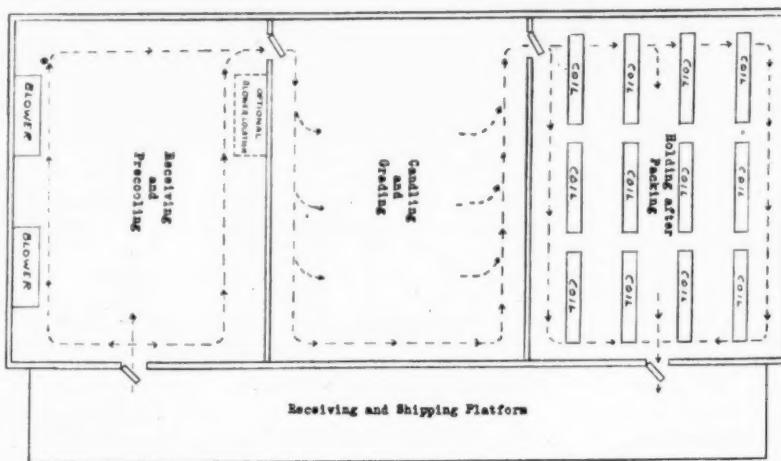
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Typical Purchasing, Grading Plant

Floor plan of typical egg purchasing and grading plant calls for a building 40 by 90 ft. with three rooms of equal size for various steps in han-



Egg Refrigeration:

DAYTON — Proper refrigeration for the purchasing and grading plant is one of the first steps in building additional profit in the egg marketing business, and thus offers interesting possibilities for the commercial refrigeration dealer who is prepared to handle such installations.

Throughout handling, processing, and storage, eggs must be properly refrigerated to remain in tip-top condition for marketing, it is emphasized in a joint study recently completed by Frigidaire Div., General Motors Corp., and Ohio State University.

The study outlines a typical layout for an average sized egg purchasing and grading plant. General requirements call for a building approximately 40 by 90 ft., divided into three equal room sections each 40

by 30 ft. One can be used as a refrigerated receiving and pre-cooling room for removing the heat out of eggs upon arrival at the plant and to hold them until they are ready for candling and grading. The latter operation is located in the second room and the third room is designed for storing the eggs after they have been graded and packed for shipping.

BUILDING SHOULD HAVE PEAKED ROOF, HEAT-REFLECTING PAINT

The general construction of the building should include a peaked roof with a generous air space above the ceilings of the refrigerated rooms. This space should be well-ventilated so that during the summer months a natural draft will reduce temperature of the ceiling of the refrigerated rooms below. A flat roof of a refrigerated room exposed to direct sunlight can easily reach a surface temperature of 120° F. or more when the surrounding air temperature is only about 90°, creating an additional refrigeration load and resulting in high operational costs, it is pointed out.

In addition, walls exposed to the sun should be coated with white, buff, or aluminum paints which reflect heat rays and help reduce the load even further. The minimum height of refrigerated storage rooms should be 9 ft. to allow for proper

installation of overhead cooling units.

In sections of the country where low temperatures are common during the winter months, it is advisable to use a minimum of 3 in. of insulation in the receiving and holding rooms, thus reducing the possibility of freezing eggs in storage. In addition, it is suggested that heating facilities be provided for these two rooms as a positive protection against extended periods of cold weather.

Moreover, refrigeration compressors should be placed in a room where heat is provided if there is danger of frozen water lines. Insulation used should be applied so that the infiltration of moisture can be held to a minimum. If cork-board is employed, it should be laid in asphalt. With other types, a suitable moisture-vapor barrier must be provided, depending upon the requirements of the insulation.

WHY EGGS NEED MOISTURE

Before describing the various refrigerating systems which can be employed, it might be wise to consider a few of the more important aspects of egg preservation, the study suggests. Eggs are especially susceptible to loss of moisture. For this reason it is important that any refrigeration system applied to egg cooling be so designed that it will maintain a high moisture content in the atmosphere. If the surrounding air is dry, eggs may deteriorate through loss of moisture.

Moreover, eggs must be quickly cooled after they are received. Otherwise, large air cells, thin whites, and dark yolk shadows develop, and microorganisms, on the shells, may result in spoilage within a relatively short time.

Selection of balanced refrigeration equipment, which will afford fast initial cooling, correct storage temperatures and the proper amount of moisture, is one of the most important phases of the job. A competent commercial refrigeration expert will install properly balanced equipment which will afford a small difference between room air temperature and the operating refrigerant in the systems.

This temperature differential for gravity-type cooling equipment should not exceed 18° and if it is kept down to within 10° or 15°, will do a better refrigeration job, the study recommends. The same holds true for forced air equipment; however, the temperature difference should be even less—not exceeding 9°. If the difference is held to within 5° or 6°, so much the better.

In order to calculate the refrigeration required, it is necessary to

assume certain operating conditions insofar as the flow of products through the plant is concerned. Therefore, consider a plant which operates from 8 a.m. to 6 p.m. in the receiving and pre-cooling room and from 8 a.m. until 5 p.m. in its candling and grading room.

Eggs are received in crates containing 30 dozen. Dimensions of the crates are 12 by 24 by 14 in. and have a gross weight of 56 lbs. Of this total weight, 45 lbs., are eggs and 11 lbs. are the crate and fillers. The specific heat of eggs is given as 0.76 and crates and fillers, 0.5. Eggs will be about 80° F. when received and will be reduced in temperature to 50° F. while in the receiving room.

About 2 1/2 sq. ft. of floor area has been allowed per crate, which will include aisle space to facilitate handling and stacking them five high. On this basis, the receiving room has a storage capacity of 2,400 crates. In determining the refrigeration equipment required for a specific job, it has been assumed that not more than 1,200 crates of eggs will pass through the receiving room within a 24-hour period.

1,200 CRATES IN 18 HRS.

If eggs arrive at the plant at a fairly uniform rate during the working day, the minimum time for cooling would be from 6 p.m. to 8 a.m. on the following day or a total of 14 hours. A maximum time of 22 hours for cooling would result between 6 p.m. and 4 p.m. on the following day. Therefore, the refrigeration equipment should be based on an average cooling rate of 18 hours for 1,200 crates per day.

Because the receiving room is designed to remove heat from the product, room temperature should be designed on the basis of 45° F. and forced air cooling units have been specified. In dealing with an application of this kind, the user has certain basic responsibilities to produce best results. Regardless of how carefully the refrigeration installation has been designed, it is necessary that crates be properly stacked and dunnage provided between them so that cool air can circulate freely.

As mentioned before, the cooling units should be applied to operate with a low temperature differential and be so located that air discharges into the upper part of the room where it will not directly strike the product. The chilled air will then diffuse down through the stacks of crates and return to the cooling unit for heat removal and recirculation. Ducts may be used to distribute the

cool air but are not absolutely necessary in the type plant being described.

Considering an average summer ambient temperature of 90° F. and 80° condensing water, water-cooled compressors have been selected to operate the cooling units. If conditions vary, different equipment may be specified. For instance, where water is scarce or expensive, evaporative-type compressors or water towers may be required to keep the daily operating costs down. Based on an 18-hour operating schedule and considering heat leaks in the walls, ceiling, and floor of the room together with the product heat, the refrigeration equipment must be adequate to handle an hourly load of about 108,000 B.t.u.

Because egg crates, fillers, and the eggs, themselves, are often contaminated with mold, installation of 30 Sterilamps may be included, using 22 of the low ozone and eight of the high ozone type—each 30 in. long. Sterilamps will assist with the reduction of airborne contamination.

Refrigeration equipment for the receiving room will consist of: (1) A 10-hp. water-cooled compressor or evaporator type compressor, depending upon the water supply; (2) two forced air cooling units equipped with 3-hp. fans and expansion valves; (3) accumulator interchangers and dehydrators; and (4) two refrigeration doors, and approximately 10,980 board feet of insulation.

The candling and grading room calls for air conditioning type cooling. Space between the room ceiling and the roof can be used for installation of supply and return air ducts. Windows will be included in both exposed, outside walls. However, if one faces the sun, venetian blinds should be employed to reduce heat from the rays. It is recommended that a suitable vapor barrier material

(Concluded on next page)

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GASOLINE-DRIVEN MOTOR GENERATORS

ANY QUANTITIES • MUST BE NEW

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TRACO Industrial Corp.

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(Send for Traco's complete list
of sensational bargains)

Refrigeration Units WANTED

Desire to purchase $\frac{1}{8}$ to 1-HP Sealed or open type; standard brands; Complete condensing units; Also parts; Give full details.

HARWOOD EXPORT CO.
31 E. 4 Street, New York 3, N. Y.

The "ALL-IN-ONE"
DISPENSER
with extra
STORAGE
CAPACITY



PACEMAKER

with AIR COOLED FAUCET STANDARDS

Sell the dispenser with customer appeal! It has storage space that keeps an extra half at safe, correct temperature for ready use—holds bottles too—fits under the bar—has built-in hermetically sealed condensing unit . . . and, of course, the exclusive, patented Air Cooled Faucet Standards. The ideal system for scores of your customers!

2 halves
on tap

1 half in
storage

128 bottle
capacity

Perlick
BRASS CO.
Milwaukee 10, Wis.



FAST..ACCURATE DIAGNOSIS OF A SERVICE PROBLEM



**MUELLER
BRASS CO.**
"SEEING EYE"
LIQUID INDICATORS
TELL AT A GLANCE
WHETHER OR NOT
THE SYSTEM IS
SHORT OF
REFRIGERANT



NO NEED TO GUESS! with the new, improved Mueller Brass Co. Liquid Indicators you can save valuable time in diagnosing a service problem.

By simply removing the brass protecting cap, and looking through the clear, clean sight glass, you can tell at a glance whether or not the system is short of refrigerant.

The rugged, forged brass body is permanently leak-proof and is designed for years of safe, dependable service.

Available in male or female flare and O.D. solder types in a wide range of sizes.



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LIQUID SHORTAGE
ORDER A SUPPLY TODAY FROM YOUR REFRIGERATION WHOLESALER

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PRODUCTS

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Specialists in Packaged
AIR CONDITIONERS
1 1/2 TO 20 TONS

Evaporative Condensers
3 TO 20 TONS

Backed by more than 40 years
of air cooling experience
TYphoon Air Conditioning Co., Inc.
794 Union Street, Brooklyn, N.Y.

What's New (Cont.)

Wilcolator Brings Out Modified Thermostats



KEY NO. P-937

ELIZABETH, N. J.—Wilcolator series R thermostats are now available with modifications which enable it to automatically control practically any electrically heated medium, liquid, solid, or gas, the Wilcolator Co. here has announced.

The basic type R Wilcolator electric thermostat consists of an adjustable double-pole snap-action switch for various temperature settings. It is actuated by a bellows, connected by capillary tube to a heat-sensitive bulb.

Bellows housing, tube, and bulb are filled with a liquid which changes volume with changes in temperature. By varying the amount and type of the liquid, any desired temperature range between 300° and 700° F. may be obtained.

The bulb is placed at the point where temperature is to be controlled; the switch mechanism and dial can be located remotely, wherever convenient.

Special bulb sizes and capillary lengths can be supplied to order, or standard liquid-filled bulb and bellows

assemblies can be replaced by special assemblies conforming to customer specifications.

The modified Wilcolator type R thermostats can be used for virtually any application—including remote control of water heaters, fryers, glue heaters, bake ovens, warming cabinets, restaurant appliances, wrapping machines, platen control, driers, vulcanizers, sterilizers, and room temperatures.

In addition, they may be used as off-on switches.

When the thermometer is enclosed in a case for wall mounting, case dimensions are 3½ in. wide, 5¼ in. high, and 3 in. deep. The thermometers can be supplied with knock-outs for conduit or flexible cable.

Offers Self-Spray Paints To Mfrs., Service Depts.

KEY NO. P-938

CLEVELAND—A method of handling touch-up paint jobs with paint in pressurized cans is being offered

manufacturers by Plasti-Kote, Inc., here, manufacturer of paint and specialty products.

The firm will package self-spray paints according to manufacturers' color specifications.

Plasti-Kote self-spray enamels are packaged in 12-oz. aerosol cans that feature specially-designed "magic-spray" heads which, according to the company, "allow the painter to spray with ease and painting economy." Paint and pressure are all in one container and are put to work by pressing the trigger of the spray head.

Plasti-Kote said it is already packaging these special paints for many appliance service departments, office equipment manufacturers, etc.

Further details may be obtained by writing the manufacturer.



Cabinet's Mirror Heated To Prevent Condensation



KEY NO. P-939

MERIDEN, Conn.—A bathroom medicine cabinet equipped with a mirror whose surface is heated so that moisture will not condense on it and cause fogging is being made by the Charles Parker Co. here.

Called the No-Fog light cabinet, the unit is bordered by a pair of fluorescent or lumiline lights. It measures 17½ by 23 in.

A thermostatically controlled heating element maintains the temperature of the mirror above room temperature preventing condensation.

The element provides uniform heat over the entire surface of the mirror.

A separate switch operates the heating element.

Frigidaire Unveils 2 Continuous-Type Display Cases

are constructed in three removable sections affording 17.8 sq. ft. of display area. The rear of the shelves is adjustable up to a 10-degree angle.

Below the display area of the self-service model is a large refrigerated storage compartment, the bottom of which is finished in black porcelain and affording up to 25 cu. ft. of storage space. The compartment is automatically illuminated when either of the two doors is opened.

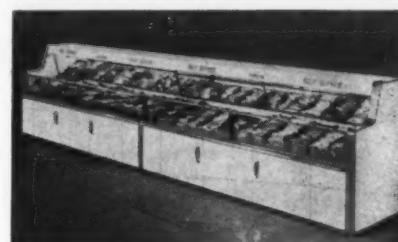
Three gravity-type cooling units, are positioned to produce conditions best suited to preserve perishables. Heater elements are provided, which if operated by an accessory time clock, afford automatic defrosting.

The new clerk-service meat case (SDM-10X) features a large enclosed display section, providing 24.4 sq. ft. of space. The special Thermopane front is comprised of three thicknesses of glass, slanted for clear vision. The galvanized bar-type shelves are adjustable to change the angle of the display.

This model is equipped with four service doors with triple-glass panes and vented door frames at the rear of the display area. Two Frigidaire cooling units with large fin surfaces keep proper temperatures. A large surface cooling unit is located below the display shelves to provide extra cooling and more uniform refrigeration for the merchandise.

There is a water-tight porcelain finished pan under the entire display area and cooling unit.

Open-type construction provides a non-refrigerated storage space below. Fold-up type work boards and a combination scale shelf and paper holder are accessory equipment.



KEY NO. P-9310

DAYTON—Frigidaire is introducing two new endless-construction type refrigerated display cases for fresh meats, package meats, dairy products, fruits, and vegetables.

One model is a 10-ft. self-service case and the other a 10-ft. clerk-service type.

Both of the new cases feature what Frigidaire calls "a unique endless construction of precision design with a positive locking arrangement." Cases are constructed of steel, Bonderite-treated for rust protection with the ends finished in white baked enamel.

Case fronts are of porcelain finish set off by a recessed black enamel base. "Non-glare" fluorescent lighting is another feature, together with roomy display shelves. The trim is stainless steel and chromed.

Other additional features are incorporated into each case. For example, the self-service model (DDOM-10X) has a large open-type porcelain-finish display section, equipped with a Thermopane front and a full-length, chrome-trimmed plate-glass mirror behind to lend depth to the food arrangement. "Self-service" signs are included.

Bar-type, anodized-finish shelves

DOC DOLECO says:

"HERE'S A WINNER THAT CAN'T BE BEAT—
FOR MORE THAN 20 YEARS DOLE Vacuum
COLD PLATES HAVE BEEN TOPS IN REFRIGERATION!"



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REFRIGERATING CO.,
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WATER COOLERS

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SODA COOLERS

Separate liquid and refrigerant coils, cast in an aluminum block, result in faster cooling, higher efficiency, freedom from freeze-up damage, economy of space and greater sanitation.

THE HEAT-X-CHANGER CO., INC.
260 East 43rd St., New York 17, N.Y. Brewster, N.Y.

Servicing Tyler Equipment - 5

Service Operations on Harderfreez Freezers
Outlined In Tyler's New Service Manual

This is the fifth and concluding instalment in the series on installation and servicing of commercial refrigerators and freezers adapted from the new *Service Manual & Parts Catalog* prepared for Tyler Fixture Corp. by Art Perez, service manager, and Foster Brandon. The material below concerns the company's line of Harderfreez freezers and is published with Tyler's permission.

CAUTION

Handle all new relays with care as a heavy shock may ruin the calibration of the relay.

The relays cannot be adjusted or properly repaired in the field. The dome-mounted relay will generally be supplied with a non-removable cover over the mechanism portion of the relay. These covers should not be removed as the removal of the cover will void the warranty of the relay.



When failure to run is due to electrical trouble the sealed unit should never be changed unless the above tests are made. This procedure will result in a saving of labor from unnecessary unit changes. The changing of a sealed unit opens the refrigerating system to the atmosphere and this should be done only when there is no other way to place the system back in operation.

Should the compressor motor start but not continue to run because of an overload due to high head pressure in the refrigerating system, check for the following:

- Restricted capillary, liquid line, or discharge line.
- Overcharge of refrigerant.
- Air or other non-condensable gases in the system.
- Inoperative condenser fan motor.
- Dirty condenser or obstructed air flow over condenser.

CHANGING THE SEALED CONDENSING UNIT

On Kelvinator units the complete condensing unit must be changed when trouble is caused by failure of any part in the refrigerating circuit of the unit. This includes the sealed compressor and motor assembly, condenser, and connecting lines on the unit.

The electrical equipment comprised of the fan and fan motor, relay, capacitor, and thermostat all can be individually changed in case of failure. These parts can be serviced in the field.

If the preceding tests indicate that it is necessary to change the com-

plete sealed condensing unit, then change the condensing unit according to the following procedure:

1. Turn the thermostat to the "off" position, disconnect the unit from the power circuit, and then from the thermostat.

2. Close or front seat the suction and liquid line service valves.

3. Loosen the flare nuts connecting the liquid and suction lines to the unit and allow the refrigerant to slowly escape until the pressure is down to atmospheric. Then disconnect the unit from the lines.

4. Plug the liquid and suction lines to prevent the entrance of moisture and foreign matter.

5. Remove the inoperative unit and cap the suction and liquid line service valves.

6. Open or back seat the suction service and liquid service valves of the replacement unit. Connect gauges to both the suction and liquid line service valves at the gauge ports. Slightly crack the valves open to take pressure readings. If the pressure is below 0 lb. admit sufficient "Freon-12" vapor to raise the pressure to slightly above 0 lb. gauge.

7. Set the replacement unit in place.

8. Remove the plugs from the liquid and suction lines, attach a "Freon-12" drum to the suction line and purge the low side.

9. Purge the high and low side of the unit to atmospheric pressure and connect the liquid and suction lines to their respective service valves on the replacement condensing unit. Make sure the suction and liquid service valves are open.

10. Connect the unit to the thermostat and then to the power circuit.

11. Recharge the system with "Freon-12." The amount of charge is indicated on the unit base.

If the suction line should sweat or frost when the charging operation has been completed, an overcharge of refrigerant is indicated. Purge off refrigerant very carefully until the front line recedes into the cabinet. If the plate coil is not fully frosted (serpentine-type plate) then an undercharge is indicated—add more "Freon."

REFRIGERANT SERVICE

- Undercharge of refrigerant.
- Adding refrigerant.
- Complete recharge of refrigerant.
- Overcharge of refrigerant.
- Refrigerant flow stopped.
- Air or other non-condensable gases in system.

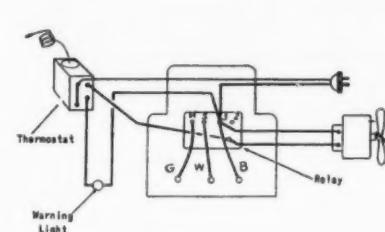
"FREON-12" ONLY IS TO BE USED IN THESE SYSTEMS. DO NOT USE METHYL CHLORIDE.

(a) UNDERCHARGE OF REFRIGERANT

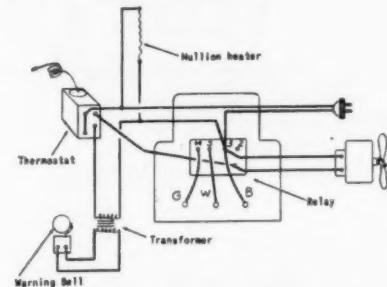
An undercharge of refrigerant will result in lower than normal suction pressure, excessive or continuous operation of the condensing unit and higher than normal cabinet temperature.

An undercharge of refrigerant will be caused by a refrigerant leak or by the improper installation of a replacement condensing unit or compressor. When a system has a normal refrigerant charge the operating suction pressure will be as shown in Table 2. Also the suction line entering the suction service valve will be

Harderfreez Wiring Diagrams



This shows the wiring diagram of a typical Harderfreez freezer, model 12-D chest and upright.



Here is the wiring diagram for 12-D Harderfreez upright style freezer.

"Freon-12" can be weighed in if scales are available, or if not, follow instructions under "(b) Adding of Refrigerant." See Table 1 for refrigerant charges.

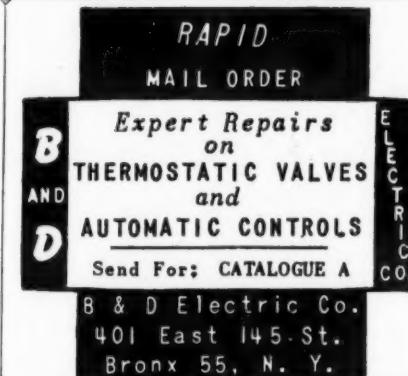
(d) OVERCHARGE OF REFRIGERANT

When the cabinet is pulled down to temperature, an indication of an overcharge is that the suction line will be cooler than normal. The normal temperature of the suction line will be a few degrees cooler than room temperature. If its temperature is much lower than room temperature, the unit will run longer because the liquid refrigerant is pulled beyond the accumulator into heat exchanger.

Purge any excess refrigerant from the liquid line service valve.

Care must be used when purging

(Concluded on next page)



Recommended for air conditioning and refrigeration systems using standard refrigerants.

ANSUL OIL is an ALL-Temperature Refrigeration Oil which conforms to the rigid wax-free specifications established by Research. It will not separate wax when mixed with a refrigerant (under specified conditions) and subjected to temperatures as low as SEVENTY DEGREES BELOW ZERO (Fahrenheit).

ANSUL OIL has been machine tested for lubrication and wax-free characteristics in both high and low temperature installations. It is absolutely uniform... maintains high stability and has a low oxidation rate. It has proved suitable for ALL refrigerating systems using any of the standard refrigerants. Ansul Research was first to recognize the problems resulting from low-temperature wax separation in oil-refrigerant mixtures. It realized the critical need for an oil which would not only lubricate and protect moving parts but would also eliminate the persistent troubles which were traced to wax-separation from oil-refrigerant mixtures.



ANSUL CHEMICAL COMPANY
REFRIGERATION DIVISION, MARINETTE, WISCONSIN
ANSUL SULFUR DIOXIDE, ANSUL METHYL CHLORIDE, ANSUL OIL, KINETICS, FREONS



Cool This Modern 6-Story Atlanta Office Building

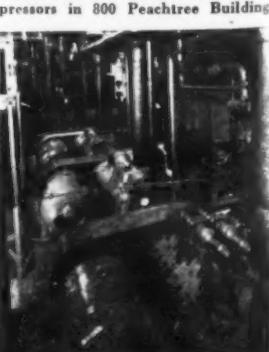
The 800 Peachtree Bldg., Atlanta, Ga., is cooled with Seven Model E 50-ton Schnacke compressors and Four evaporative condensers, chillers, etc. with four complete systems, any of which can maintain comfort in case of mechanical failure.

Schnacke Compressors Have Proved Their Superior Performance

On the job, Schnacke compressors are proving their superiority to engineers who demand the highest quality. Schnacke production methods make possible lower prices yet provide modern design with refrigerant-cooled replaceable sleeves, forced lubrication, automotive type replaceable bearings, balanced crankshaft, greater efficiency, and other advanced features.

The Perpetually Renewable Compressor

Compressors and Condensing Units from 5 H.P. to 60 H.P.
1015 E. Columbia St.
Evansville, Indiana



Tyler Servicing--

(Concluded from preceding page)
so that the system does not become undercharged.

(e) REFRIGERANT FLOW STOPPED

This condition may result in continuous running of the compressor or it may cycle on the overload of the relay depending on the amount of refrigerant charge and the load conditions. In either case high tank temperatures will be the result. This condition may be caused by a restricted small diameter liquid line due to moisture freezing at the outlet end of the line or foreign matter plugging the line. If this condition occurs, the major part of the refrigerant charge will be pumped into the high side which will produce a very low suction pressure.

Moisture in a properly serviced system is a remote possibility. However, if moisture enters the system by taking in moist air on the suction side of the system or during service operations, it will eventually freeze and restrict or completely stop the flow of refrigerant into the low side.

If this condition should occur, allow the cabinet to warm up to a temperature above 32° F. or to room temperature. The warm-up can be accelerated by the use of heat lamps inside the cabinet. Ordinary 100-watt lamps can also be used.

After the cabinet has warmed up sufficiently to melt the ice and relieve the restriction in the small diameter liquid line, purge the system down to 0 lbs. gauge pressure through the gauge port of the liquid line service valve.

The low side should be blown out by connecting a drum of "Freon-12" to the suction line at the suction service valve fitting and purging backwards through the low side by loosening liquid line fitting at the strainer after vapor pressure has built up to about 75 lbs. Do not allow liquid refrigerant to get into low side during this process.

A 20-in. vacuum should be obtained as covered under "(c) Complete Recharge of Refrigerant."

(f) AIR OR OTHER NON-CONDENSABLE GASES

The presence of air or other non-condensable gases in the system will result in abnormally high head pressure. If this condition is present, back-seat the liquid line service valve, install a pressure gauge in the gauge port, and then front-seat the valve. Operate the condensing unit, being careful not to permit the high side pressure to exceed 200 lbs. gauge. At this point stop the unit and purge the high side of the system down to 0 lbs. gauge by loosening gauge at gauge port. Repeat this operation a second time. Recharge the system with "Freon-12" as outlined above.

Pay particular attention to the heat pressure after this operation has been performed and if the head pressure is still high repeat.

TABLE 2
Typical Operating Pressures
(All Models)

Back Pressure	Head Pressure
2 in. to 6 in. Vac.	70° 90° 105 lbs. 120 lbs.

Better Business Bureau Warns Against Furnace Repair Service Rackets

NEW YORK CITY—The National Better Business Bureau has sent out information warning consumers that now is the time to be on guard against the furnace repair racket. This racket thrives during the summer and early fall, says the bureau, which described it as follows:

"The great majority of firms engaged in selling furnaces and furnace cleaning and repairing services deal fairly with the public. But, as is true in many fields, there are a few in this business who exploit the public. The following warning is released in the hope that knowledge of the scheme will aid homeowners."

"The furnace repair schemer frequently gains entrance by offering to make a routine check of the homeowner's furnace on the pretense of conducting an 'official inspection' for a government agency, civil department, citizens' protective league, or other vague organization.

"This check is usually followed by the advice that, although the furnace appears to be in good condition, it would be advisable to have it cleaned or re-cemented. If the consumer agrees to this proposition, the 'inspector' will, 'by chance,' have a few good contacts in the vicinity. Repairmen soon arrive and in no time have the furnace dismantled.

"At this point, an 'engineer' arrives. After a 'thorough inspection' of the furnace, the 'engineer' decides that it would constitute a fire or health hazard if re-assembled. Repairing the old furnace according to the 'engineer's' specifications seems so costly that buying a new one would be advisable.

"The scared homeowner, fooled by the opinion of so-called experts, may quietly agree. If he balks, the 'engineer' will state that neither he nor the company he represents will be responsible for any fire, carbon monoxide poisoning, loss of life, etc., if the old furnace is re-assembled. If the homeowner persists in his stubbornness, the 'engineer' and the repairmen have been known to walk out leaving the parts strewn about.

"Consultation with qualified heating men in cases investigated by the Better Business Bureaus has revealed that in many cases these condemned furnaces were in reasonably good condition and needed only certain routine, inexpensive repairs.

"The vast majority of firms in the furnace, furnace repair and cleaning fields are reputable and give the public reliable cleaning and repair service. To avoid the few who exploit the public it is suggested that consumers deal only with reliable firms. If in doubt, ask the Better Business Bureau."

Penn Controls Show To Visit Midwest and No. Central States

20 Cities Scheduled To See New Educational Show

GOSHEN, Ind.—A new series of educational shows designed as a service to refrigeration engineers and servicemen began in Chicago on Sept. 12 and will travel throughout the north central and midwest states, it was announced by R. H. Luscombe, general sales manager, Penn Electric Switch Co. here.

The show was created to give a dramatic visual demonstration in the use, construction, installation, and servicing of automatic controls Luscombe said.

Included in the elaborate equipment are giant controls which actually operate, colored slides, and a "live" board illustrating an entire refrigeration system in operation. The system is diagrammed on a large board with various colored lights to show the action of each function in the system.

Although the current show is patterned after previous ones to some extent, it includes the latest current information and service helps, and it is expected to be even more beneficial to the trade.

Meetings are being arranged and sponsored in each city by local jobbers of Penn controls. According to Luscombe, each meeting will give the most thorough demonstration of controls possible in a single evening. After the regular session, individual installation problems will be discussed.

At present the Penn "traveling"



R. H. Luscombe, general sales manager for Penn Electric Switch Co., points to an exhibit to help demonstrate refrigeration control functions to a group of refrigeration servicemen after a recent educational meeting. Similar meetings are planned for 20 cities in the Midwest and North Central states. The meetings are sponsored by jobbers of Penn controls.

Refrigeration Control Show is scheduled to appear in the following cities:

Chicago on Sept. 12; Milwaukee on Sept. 15; Madison on Sept. 19; Oshkosh on Sept. 22; Duluth on Sept. 26; St. Paul-Minneapolis on Sept. 29.

La Crosse on Oct. 3; Peoria on

Oct. 6; Davenport on Oct. 10; Cedar Rapids on Oct. 13; Des Moines on Oct. 17; Sioux City on Oct. 20; Omaha on Oct. 24; Lincoln on Oct. 27; Wichita on Oct. 31.

Kansas City on Nov. 3; Springfield on Nov. 7; St. Louis on Nov. 10; Evansville on Nov. 14; Indianapolis on Nov. 17.

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**double
protection**
against moisture with

DRYSEAL
REFRIGERATION TUBE

● Moisture hasn't a chance against Dryseal. It's double crimped that's why. A special, precise, mechanical double-crimp seal made at each end of the tube when it is manufactured keeps the inside dry as a bone and free from dirt. And, because of the way the seal is made, the diameter of the tube does not change. This permits it to pass through any opening large enough for the tube itself.

Dryseal is easy as pie to handle. Being dead-soft it

is easily bent with the hands. It is this same soft temper, and the ductility of the copper used, that makes Dryseal easy to flare for compression fittings without any danger of splitting. Economical tube sizes range from $\frac{1}{8}$ " to $\frac{3}{4}$ " O.D.

And, for your greater convenience we have just recently brought out Dryseal in a nifty-50 one-coil carton. This carton, which has been attractively designed for easy identification in stock, contains one 50-foot coil of Dryseal . . . is easier to handle, light weight, economical.

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FREON SHELL AND TUBE CONDENSERS
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BLO-COLD INDUSTRIAL UNIT COOLERS

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AMMONIA CONDENSERS

*A new Acme product with outstanding features. Write for Catalog No. 40.

Write for free catalog on any of the above items

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If you are prepared to handle sales, installation and service for our stainless steel soft drink Dispensers for Bars and Taverns, advise business experience and some facts relative to your financial ability.

**INCREASES PROFITS FOR
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Exceptionally profitable to handle.—Write to

MULTIPLEX FAUCET CO. 4325 DUNCAN, Dept. ARN-14, ST. LOUIS, MO.
MANUFACTURERS OF SOFT DRINK DISPENSERS OVER 45 YEARS

Model 14
Under Bar
Dispenser
Draws one
soft drink and
seltzer

Control Techniques

Operation Under 'Refrigeration Load Control' Lends Itself To a Variety of Methods

DETROIT—In a symposium on the proper applications of controls in various types of refrigeration and air conditioning systems, presented at the last technical meeting of the Detroit Section of the A.S.R.E. by C. H. Starkey of Minneapolis-Honeywell Regulator Co. and H. W. Alyea, Johnson Service Co., much of the discussion centered about "refrigeration capacity control" and "refrigeration load control."

"Refrigeration capacity control" was explained as referring to the controlling of the machine operation, and various methods were described by Starkey, and were illustrated with drawings published in the May 15 issue.

Alyea supplied drawings which did not arrive in time to be published with the report of his discussion on "refrigeration load control." However, it is believed that the illustra-

Expansion Valve 'Plus'

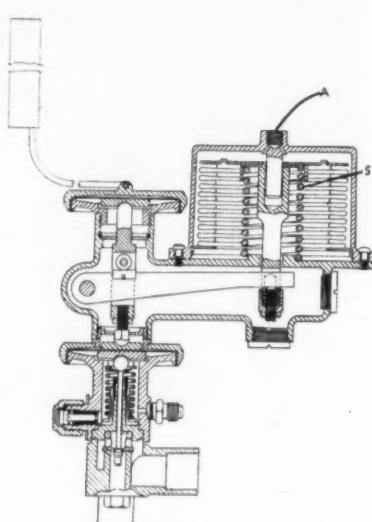


Fig. I—Illustrating the thermostatic expansion valve with pneumatic modulating attachment. "A" is the control pressure connection. Spring "S" limits valve opening to amount dictated by control air pressure. At full control pressure valve functions normally.

the cooling coil is operating at a lower suction pressure and this tends to provide something of a compensating effect.

In such a method of control for air conditioning, the operation of the refrigeration system in such an installation is often taken from a point in the air mixture leaving the coil, this being known as "apparatus dewpoint" temperature. With this method a thermostat is generally used to operate a re-heat device to provide the proper control of temperatures.

Another method of obtaining a modulating effect in the refrigeration system is by "starving" the refrigeration coil, it was explained by Alyea. This is done by using a modulating attachment on the thermostatic expansion valve, which serves to limit the extent of the valve opening and thus starve the coil of refrigerant. This results in a by-pass effect because only part of the coil then functions as a heat transfer agent.

Use of back-pressure regulators is another method of tying the refrigeration system to load requirements.

Back Pressure Regulator

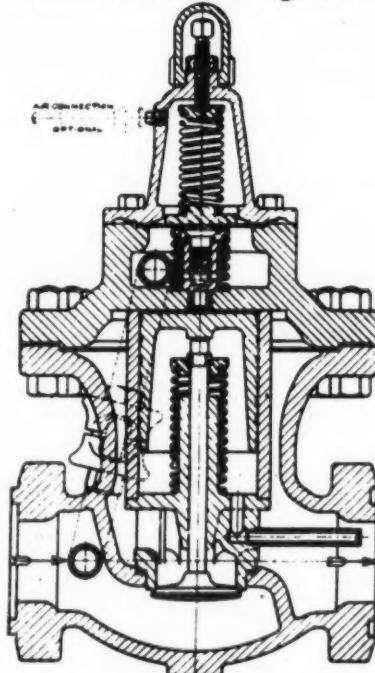


Fig. III—Typical back pressure regulator, with air connection to upper coil permitting coil pressure to vary with changing refrigeration demand.

tions he supplied will be useful to those seeking an understanding of the various kinds of approaches to refrigeration load control, and are thus being published.

With simple thermostatically controlled on-and-off operation of a refrigeration or air conditioning system very little control of relative humidity is possible, Alyea pointed out, and control of temperatures is possible only with a considerable variation because of the necessity of avoiding frequent starting and stopping of the compressor.

In air conditioning installations a system of face and by-pass dampers is often used to provide proper control of temperatures and relative humidity in relation to load requirements. With such systems the relative humidity will naturally tend to be higher when the by-pass effect is being utilized. At the same time

Hookup for Control by 'Apparatus Dewpoint'

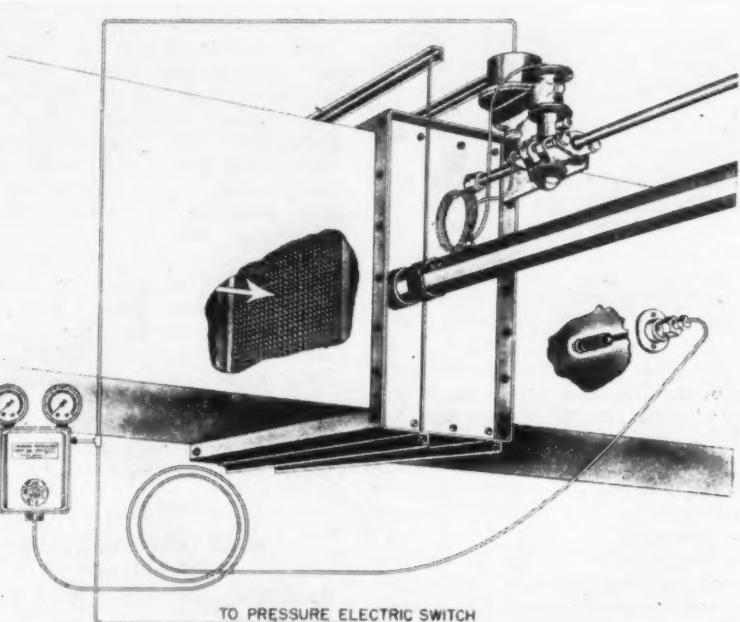


Fig. II—Application of a thermostatic expansion valve with modulating attachment to direct-expansion coil to control "Apparatus Dewpoint."

Pneumatic Controller to Vary Pressure

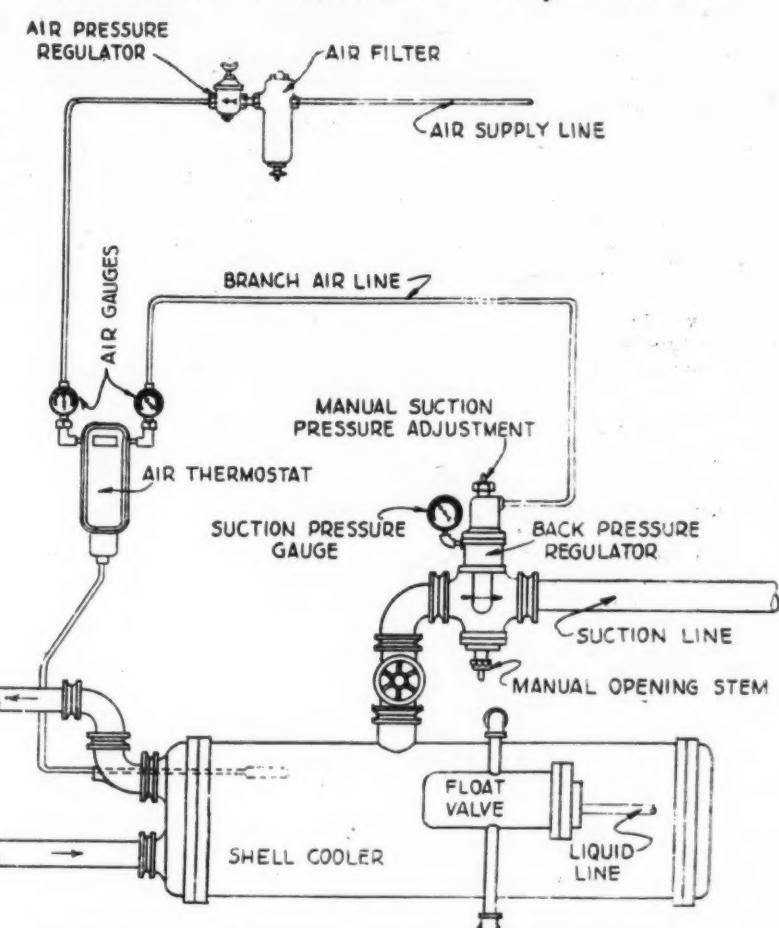


Fig. IV—Diagram showing typical control hookup using pneumatic controller to vary refrigerant pressure in cooler.

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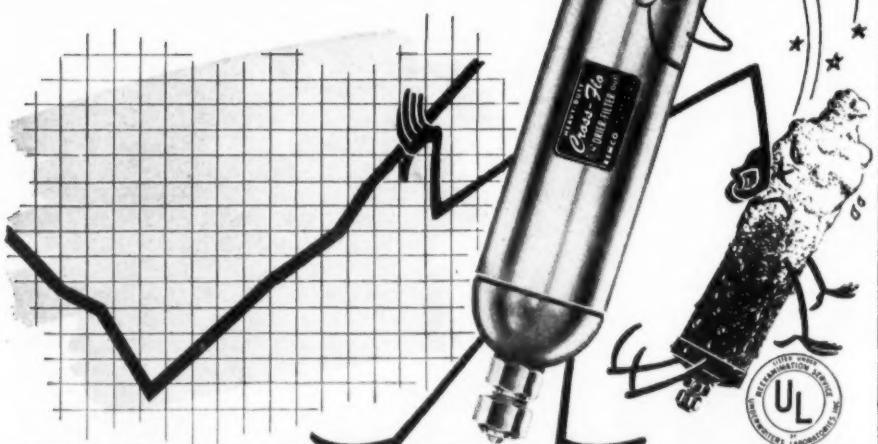
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and Non-Veterans
Training in the heart of the South . . .

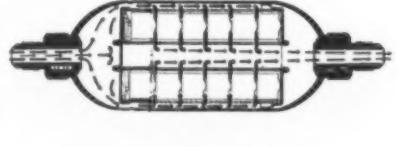
By eliminating clogged driers and expansion valve freeze-ups . . .

"Cross-Flo"

pulls up greater profits!



Here's the Reason—



Cross-Flo capacities: 1, 2, 3, & 5 tons.

Connection sizes: $\frac{1}{2}$ " thru $\frac{3}{4}$ " SAE; $\frac{1}{2}$ " O.D. SWT.

Yes . . . you can eliminate all losses from breakdowns and definitely count on greater profits when you use these Heavy-Duty "Cross-Flo" Drier-Filter. For now, with Molded DuCal Drierite as the drying agent, you get the highest-possible efficiency even at liquid temperatures up to 150°. The secret is in our exclusive "Cross-Flo" construction, wherein the refrigerant flows across and between the self-spacing discs of Molded DuCal Drierite—which are positively guaranteed to remove and retain moisture even at high liquid temperatures and down to extremely low dew points. Thus, you can count on prevention of refrigerant control freeze-ups even in the lowest temperature installations.

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TYPE 0-1409 CONTROL for MILK COOLERS

Ranco Inc.

COLUMBUS 1, OHIO

WORLD'S LARGEST MANUFACTURERS OF REFRIGERATION CONTROLS

Pneumatic Controller for Wide Variations

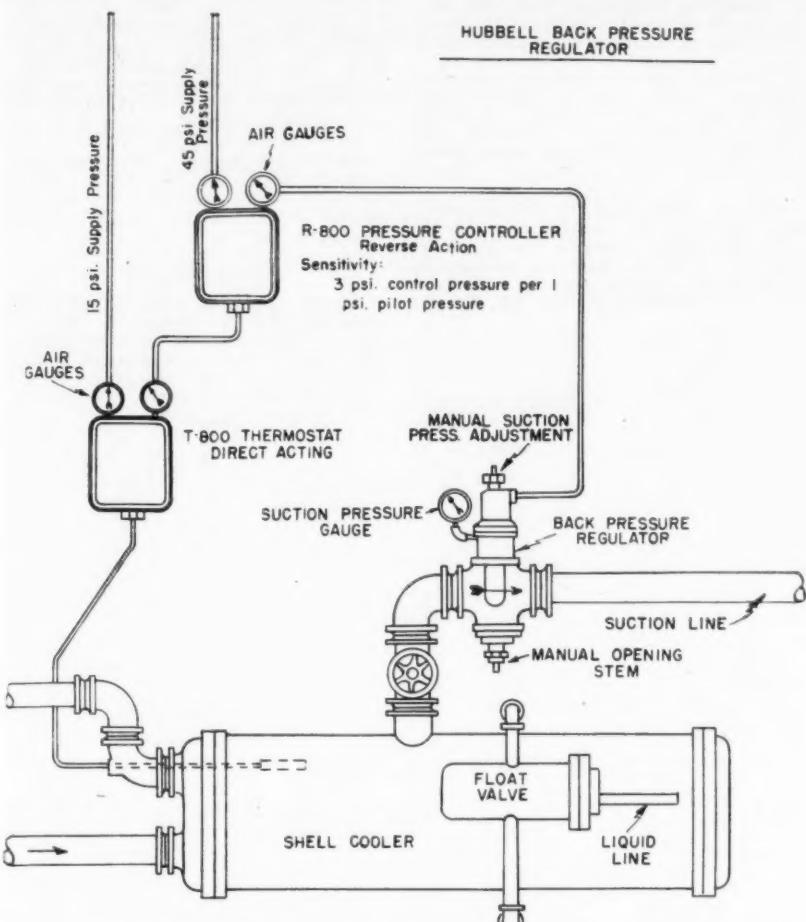


Fig. V—This is the same type of hookup as in Fig. IV, making use of pneumatic controller, except that this one is designed for wide variations in evaporator pressure.

Ranco Buys Site for 'New Products' Plant

COLUMBUS, Ohio—Further expansion of Ranco Inc., was indicated with the announcement that the company has purchased a plant site north of Plain City in Union county, Ohio.

Construction of a quonset-type plant is expected to be completed there by the early summer of 1951. The plant will manufacture only new products which Ranco's engineering department has developed.

It is anticipated that the new plant will start with a small, initial employment, increasing to a possible maximum of 500.

Ranco now operates three plants

in Columbus, where it makes refrigeration controls. It also operates a plant in Delaware, Ohio, where it produces automobile heater controls. Recently, the company established a plant in Glasgow, Scotland.

Its total employment in Columbus and Delaware is now 2,100.

Refrigerators Exempt From New Canadian Tax

OTTAWA, Ont., Can.—New defense taxes imposed recently by the Canadian Government on a number of "luxury" items include a 15% levy on electrical equipment. However, refrigerators and stoves are excluded from the equipment covered by the levy.

ANNOUNCING Another New... PARmetric UNIT

**Model PM-O (1/8 H. P. Static Condenser)
or household refrigerators, etc. . . . another popular
PARmetric sealed unit that can be serviced in the field**

PARmetric Model PM-O and Motor compressor MC-5 were designed only for use with restrictor tube or other self unloading systems. They feature: Removable dome; extreme quiet; high efficiency; large capacity; cooler running; no pumping noise and many other outstanding PAR features. Get in on the new or replacement household market now! See your wholesaler for complete details on PARmetric Model PM-O.

BY COMPARISON—YOU'LL BUY PARmetric



LYNCH CORPORATION
PAR COMPRESSOR DIVISION
TOLEDO, OHIO

Government Contracts

As a service both to its government and the air conditioning and refrigeration industry, the News is presenting a vital new series which will list every week procurement information for all branches of the government—in other words—who wants to buy what. Data on contracts that have been awarded during the previous week also will be published.

This information will inform the manufacturer, supplier, or contractor, both large and small, what the various branches of the government, including the Department of Defense, want, and where to write, phone, or wire for detailed information. Indirectly this may reduce taxes

PROCUREMENT INFORMATION

Individuals and companies who are interested in bidding may obtain complete bid sets containing more detailed data including specification, packing, delivery, and other requirements by a written request to the issuing office. Such requests should cite the description, applicable invitation number, or other reference and the opening date, etc.

DEPARTMENT OF DEFENSE

It is not necessary to refer solely to the issuing office for additional data on a bid invitation issued by any of the following ordinance districts, arsenals or armories. Complete information can be obtained by written request or personal call on the ordinance district office nearest you—its address is on file in your nearest Department of Commerce field office.

Description	Quantity	Invitation No.	Opening Date
Commanding Officer, Chemical Corps Procurement Agency, Army Chemical Center, Md.			
Conditioners—Air—Packaged	1 ea	51-178	29 Sep 50
7 1/2 HP Cooling Capacity Approx. 90,000 BTU/Hr.			
Pd Brunner No. Bac-75 or Equal			
Yards and Docks Supply Office, Port Hueneme, Calif. Attn. Procurement Division.	16 ea	17681	21 Sep 50
Regulating Pressure—Valves Flanged			
Commanding Officer, Frankford Arsenal, Philadelphia, Pa. Procurement Office.	3 ea	128	29 Sep 50
Machining—Washing, Rinsing and Drying			
Officer-in-Charge, Navy Purchasing Office, Washington, D. C.	48 ea	2716	19 Sep 50
Valve—Globe—Packless Silver Brazing Union Ends			
Wright Patterson A.F.B., Dayton, Ohio.	2325 ea	51-371	11 Sep 50
Dehydrator—HD-63/U			
Oven Assy.—Food Warming Elec.	1727 ea	51-252	25 Sep 50
Heated Type B-3			
Dist. Chief Detroit Ordnance Dist., 6301 W. Jefferson, Detroit, Mich.	1948 ea	450	28 Sep 50
Housing Thermostat			
CO Chemical Corps Procurement Agy. Army Chemical Center Md.	1 ea	51-178	29 Sep 50
Conditioners—Air—Packaged			
7 1/2 HP Cooling Capacity Approx 90,000 BTU/Hr.			
Pd Brunner No. Bac-75 or Equal			
CO Chemical Corps Procurement Agy. Army Chemical Center, Md.	1 ea	51-189	25 Sep 50
Unit—Air Conditioning—to Be Furnished and Installed at Army Chemical Center, Md.			
Wright-Patterson AFB, Dayton, Ohio.	200 ea	51-484	18 Sep 50
Hotplate, Elec., Class B Style 1			
Officer-in-Charge, Navy Purchasing Ofc., Washington, D. C.	190	2719-8	10 Oct 50
Ventilation Heaters			
Commanding Officer U. S. Naval Air Station, Corpus Christi, Texas	5 ea	216-10	20 Sep 50
Washing Machine—Household Type to be Furnished with Water Discharge Pump Maytag Model E2MP or Equal			
Evaporator Coils—Blower Type United Refrigeration Model P	3 ea	216-11	21 Sep 50
Filterpure Panel Unit with Air Purifier or Equal			
Evaporator Coils—Blower Type United Refrigeration Cat E 687P	2 ea	216-11	21 Sep 50
Filterpure Panel Unit Cooled with Air Purifier or Equal			
Detroit Arsenal, Center Line, Mich.			
Tubing Brass	30 en		
Tubing—Brass	12 en	51-294	4 Oct 50
Contracting Officer, 3151st Electronics Group, Watson Laboratories, Red Bank, N. J.	1 job	55	26 Sep 50
Heating and Air Conditioning Furnish and Install			

GENERAL SERVICES ADMINISTRATION

Description	Quantity	Reference No.	App. Bid Date
Chief, Administrative Services Section, Public Buildings Section, General Services Administration, 630 Sansome St., Room 838, San Francisco 11, Calif.			
Gas Heaters, Thermostat Controlled, Non-Vented	6 ea	SF1-18B	9-26-50

Complete Program for First Michigan State Service Engineers Society Convention

DETROIT—Six talks, two "Information Please" sessions, a business meeting, and social functions are on the program for the first statewide educational meeting to be sponsored by the newly-organized Michigan Association of the Refrigeration Service Engineers Society.

The meeting will be held at Hotel Sheraton here, Friday, Saturday, and Sunday, Sept. 22, 23, and 24.

To be given during Saturday's sessions, the talks will cover removing moisture from refrigerating systems; oil separators; selection, location, and function of driers and liquid indicators; selecting and servicing of evaporative condensers; controls; and refrigerants.

The first "Information Please" session is scheduled for Friday evening following a mixer, and the second for Saturday afternoon at the conclusion of the educational talks.

In addition to the Friday mixer, social features include a cocktail hour Saturday afternoon and a banquet, entertainment, and dancing Saturday evening.

Hotel reservations, tickets, and general information are being handled

for the meeting by C. E. Earl.

The complete program follows:

FRIDAY SEPT. 22

4 p.m.—Registration and get-together.

8 p.m.—"Information, Please" (get-together with Saturday educational speakers).

SATURDAY, SEPT. 23

8 a.m.—Registration.

9 a.m.—"Removing Moisture from Refrigerating Systems," F. Y. Carter, Detroit Lubricator Co.

9:45 a.m.—"Oil Separators," Ed-

ward Kellie, Aminco Refrigeration Products Co.

10:30 a.m.—"Selection, Location, and Function of Driers and Liquid Indicators," Ken Newcum, Remco, Inc.

12:30 p.m.—"The Selecting and Servicing of Evaporative Condensers," J. T. Maloney, Acme Industries.

1:30 p.m.—"Controls," Mr. O'Brien, White-Rodgers Electric Co.

2:15 p.m.—"Refrigerants," William Rinelli, Ansul Chemical Co.

3:00 p.m.—"Information Please" (board of experts—all speakers).

5 p.m.—Informal cocktail hour.

7:30 p.m.—Banquet, entertainment, and dancing.

SUNDAY, SEPT. 24

9:30 a.m.—Business meeting.

**Pinnacle's complete line of
Refrigerators provides a real
sales opportunity and Big
Profits for You!**

- BUTCHER CASES
- DELICATESSEN CASES
- REACH-IN BOXES
- FISH AND POULTRY CASES
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- WALK-IN COOLERS

Pinnacle
EQUIPMENT CORPORATION
FLEETWOOD, PENNSYLVANIA



OFF THE CHEST

Further Information on Reservist Deferments

Perfecold, Inc.
1940 South Main St.
Los Angeles, Calif.

Editor: Knowing that you will be able to give as fast and as accurate an interpretation as would be available at this time, I am writing and asking if you have any public letter, government directive, or any other official numbered informative bulletin concerning reservists deferments as mentioned in your article "Defense Dept. Lets Key Occupations Eligible for Reservist Deferments" in the Aug. 2 issue of AIR CONDITIONING & REFRIGERATION NEWS.

We have several people in our employ who fall into categories mentioned in the article making them eligible for deferments. It is necessary, however, to substantiate requests for such deferments to Commanding Officers, etc., with actual authoritative government letters, dates, etc.

1. On what current government directives are the items 1 and 2 in your article date lined Washington, D. C.?

2. Do you have a suggested form letter encompassing the elements which components of the armed forces would recognize as authoritative in granting deferment to a reserve officer who "Plans and supervises operation of distribution systems for heat, ventilation, gas, water, and steam?"

D. GEO. BRAUER,
President

Answer: The original statement of policy which included the list of critical occupations was made in a memorandum issued by the Secretary of Defense entitled "SUBJECT: Delays In Call to Active Duty for Members of the Civilian Components of the Armed Forces Possessing Critical Occupational Skills (M-20-50)."

This memorandum was covered for points one and two in the article in the Aug. 21 issue.

We do not have any suggested form letter which would encourage the elements which the Armed Forces would recognize as authoritative. We would suggest that you might get some help on this from the local office of the Department of Commerce, which has just established with the U. S. Department of Labor a joint committee of essential activities and critical occupations.

SUGGESTS 'JOHN ADAMS' AS READING FOR AMERICANS

Flakice Corp.
Brooklyn, N. Y.

Editor:

1. Your "Inside Dope" column in the July 24 issue of AIR CONDITIONING & REFRIGERATION NEWS was simply magnificent.

2. Incidentally, if you ever get enough leisure moments I suggest you read the book, JOHN ADAMS, by Katherine Bowen Drinker. It gives you the true story of how we came into being as a nation and presents more arguments for further columns of "Inside Dope."

3. Thanking you for the public service you are performing, I remain.

CROSBY FIELD

ERROR IN WATER HEATING COST FIGURES NOTED

U. S. Department of Agriculture Agricultural Research Administration Bureau of Human Nutrition and Home Economics Washington, D. C.

Editor:

In the July 10 issue of AIR CONDITIONING & REFRIGERATION NEWS under "Off the Chest" is a letter to the editor from H. S. Birkett of the Brooklyn Union Gas Co. The communication was a "refutation" of some statements by F. J. Walters of Hotpoint, Inc., pertaining to the relative costs of water heating with different fuels.

Mr. Birkett's figures and assumptions would seem to be correct although an error got into them at a critical point. Where he surely intended to give 200 kilowatt-hours as the quantity of electricity used per month, the figure given is 100 which would have made the cost for electricity \$1.50 per month at the quoted rate.

I have no bone to pick, as yet, with either of the gentlemen, but I thought the error in figures was amusing since it occurred in one of the "crucial" figures of the refutation.

EARL C. McCRAKEN,
Physicist

CORRECTION

The error referred to by Mr. McCrae was not the fault of Mr. Birkett of Brooklyn Union Gas Co. His computations were entirely correct at 200 kwh. as the quantity of electricity used per month. We regret to say it was a typographical error.

SERVICE ENGINEER WANTS WIRING SYMBOLS UNIFIED

Jim's Refrigeration Service
33-A Dickman Ave.
Des Moines, Iowa

Editor:

I have been a subscriber to the NEWS for a number of years and the items of interest in each issue are too numerous to mention, so I'll just say keep it up and you will always find my name on your mailing list.

Now I have something that I would like to get off my chest as I've thought about it for some time, but just recently got the dope I needed to state my gripe. I think it could be regarded as constructive as with the various committees working on the B9 Safety Code for the industry because I think this could be classified as a safety measure.

I have here an RSES service manual showing the hermetic motor terminal color scheme for wiring. I notice that a majority of them use the black wire for the common, while some use the other colors such as white, red, and green. Most of them use white for starting and the odd color for main winding.

It would be fine for an authorized service shop working on one make as they know the color scheme, but for independent servicemen who might be called to service any make it would be a lot easier if the color scheme would be standardized so as to be able to give the customer good service.

As you probably know in the electrical industry the color scheme on wire is standard all over the country. On a two wire circuit the black is always the hot wire and white is always the common. In that way any electrician called in on electrical trouble knows by the color what is hot and what is common. Why can't

is a spiffy new 24-page booklet just published by the NEWS. It presents you with some fresh, dandy ideas on how to help eliminate one of your perennial bugaboos, the "trade-in" problem.

The whole problem is divided into three categories and some sound, sensible methods on how to deal with each category are described. 1. Acquiring the "trade-in" and determining its worth. 2. Reconditioning the "trade-in." 3. Marketing the "trade-in."

The whole contents of this booklet is compiled from the best articles on and experiences of other appliance dealers whom the NEWS has talked to in the past year. These ideas are actually used successfully and perhaps they would work as well or better for you. At least you can read about them and see how they fit in with your operation.

The booklet sells for 50¢ a copy. Order now! Use this coupon.

Business News Publishing Co.
450 W. Fort St., Detroit 26, Mich.

Please send me copies of your new booklet "Speaking About Trade-Ins," at 50¢ per copy.

Name

Address

City State 9-18-50

the refrigerator manufacturers do the same?

My idea would be to use the white wire as common, black wire as the main, and the off color of red, green, or brown as the starting wire. It sure would simplify the service a lot in this way. Also as to the position of motor terminal on the dome. My suggestion would be to have them positioned from left to right, or from top to bottom in this manner. Common, starting, main.

C S M

The reason I'm writing is because I was called on one job that was hit by lightning and knocked the terminals loose from the dome and too, this made had four wires connected to the dome. With all the different color schemes which might change from year to year you can't remember all of them. So I think it would help the industry as a whole if this could be standardized. According to this sheet of terminal connections only four have the color scheme as above.

I'm not trying to change the setup to my way of thinking but if they could be standardized anyway the manufacturers see fit it would sure help a lot.

JAMES A. STEFANI

'WARMER EARTH' THEORY IS SIMPLE—HE SAYS

Victor Products Corp.
Hagerstown, Md.

Editor:

I have just read your Aug. 28 editorial about our changing climate, and it causes me to wonder why we are so inclined to poke about for mysterious and astonishing explanations for natural phenomena when comparatively simple answers are at hand.

I remember learning in our geography class back in grade school days that the earth's axis wobbles with respect to the solar system. Just as a spinning top begins to wobble or "precess" as it slows down, so does our spinning earth alter its angularity with respect to the sun's rays. If I recall correctly, it takes 26,000 years of time to complete one wobble or precession cycle. Obviously, this would create ice ages every 26,000 years alternatively at the

North and South Poles, with relatively temperate Polar climates interposed.

The Northern hemisphere bears the marks of these glacial inroads from the last ice age, and the pendulum is now swinging the other way. The time will come when the midpoint will have passed, and we will gradually have approached another ice age in this latitude.

Instead of being amazingly complicated, it seems amazingly simple, doesn't it?

E. N. GUILD,
General Sales Manager

BY-PASSING OF DEALER WORST INDUSTRY EVIL

W. F. Mercier Co.
Highland Park, Mich.

Editor:

During the 20 years that I have been in the refrigeration and air conditioning sales and service business, many changes have taken place. The worst of these, I believe, is the practice of distributors who, in recent years, are selling fixtures and equipment of all kinds direct to the user at the dealer's discount—forgetting or ignoring the dealer and contractor who cannot make sales under these conditions.

I, personally, cannot see the reason for this condition. The distributors would sell just as much, and would eliminate the cut-throat competition they now have between themselves. They should set up a dealer's discount and protect the dealer by not selling as they do at present. This method of selling benefits no one in the industry.

W. F. MERCIER

LA SALVIA MATERIAL IS NOMINATED AS 'FINEST'

Straus-Frank Co.
San Antonio, Tex.

Editor:

Will you please send to Straus-Frank Co., marked to my attention, a copy of the book "The Key to Air Conditioning" by James J. LaSalvia.

I followed your publication on this subject in the NEWS and think it is the finest I have seen.

H. J. TURNER

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$5.00 per insertion. Limit 50 words. 10¢ per word over 50.

RATES for all other classifications \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count. Please send payment with order.

POSITIONS WANTED

AIR CONDITIONING and refrigeration engineer, 15 years experience, 5 years with York distributor. Last 5 years with General Electric Distributor as manager of sales and service air conditioning dept. Graduate mechanical engineer. Also General Electric distributor as manager course and Oil and Gas Service School. Capable of assuming complete charge of sales and engineering dept. Available immediately. 43 years old. Married, 2 children. BOX 3569, Air Conditioning & Refrigeration News.

SEASONED SALESMAN wants line for Chicago area or Midwest, preferably in refrigeration or allied field. Extensive experience in factory-distributor-dealer merchandising, consumer and industrial products. Prefer item that is essential, by manufacturer well known in the industry, with potential. Good references. BOX 3574, Air Conditioning & Refrigeration News.

ATTENTION—AIR conditioning dealers only. Inventory reduction sale of air conditioners: 60-Model 75F or Model 23 standard brand 3/4 H.P., original crates, \$235.00 ea. 6 lots only; also 25-C.W. 91 Philo-York D.C. consoles, used, \$110.00 ea., sell all or part. BOX 3573, Air Conditioning & Refrigeration News.

BUSINESS OPPORTUNITIES

FOR SALE: wholesale refrigeration parts business. A southern wholesaler of air conditioning and refrigeration parts and supplies serving only the wholesale trade, well-established and doing a nice volume. Will sell for actual net worth. Other interest reason for selling. If interested write at once to BOX 3571, Air Conditioning & Refrigeration News.

MISCELLANEOUS

NORGE SEALED units remanufactured and exchanged. Immediate delivery from stock, 1 year guarantee. Write for prices and shipping instructions. Complete Norge engineering service. 22 years experience. MODERN REFRIGERATION CO., INC., 12541 E. McNichols Road, Detroit 5, Michigan.

EXTRA \$ for refrigeration dealers. Frigidaire, Crosley, Kelvinator, Norge sealed units rebuilt. Precision parts used. One year unconditional warranty. We furnish crates. Write or wire for shipping instructions and special dealers' price. REFRIGERATION UNIT REBUILD CO., 138 South Eighth Street, Department N, Cambridge, Ohio.

AVAILABLE FOR licensing to refrigerator and coil manufacturers: new patented banked heat vapor defrost method and apparatus for low temperature finned or plate type coil units. Full details on request. BOX 3572, Air Conditioning & Refrigeration News.

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450 WEST FORT STREET, DETROIT 26, MICHIGAN

FOR THE REFRIGERATION & AIR CONDITIONING INDUSTRY

Locker Groups Merge Into Single Association--

DEFROSTING METHODS

(Concluded from Page 1, Column 2) nounced that at the request of the operators' group he had purchased the *Locker Operator* magazine from the NFFLA and that this magazine would no longer be published.

Heading up the new NFFLI as president is Roy J. Burns, Carroll, Iowa, locker operator who had been elected new president of the operators before the merger. A. L. Sprague, E. E. Jackson, and W. S. Winstead are vice presidents; M. J. Nehring is treasurer.

Directors include Archie Limon, L. J. McKahan, Perry Phillips, C. W. Freze, Ed. Wyckoff, M. V. Wiese, and R. L. Madeira.

An executive secretary is to be appointed by the officers and board. Despite the negotiations for the merger with which many of those present were preoccupied during the convention, much interest was shown in the clinics, meetings, social events, and the 64 exhibits in the show. Registration figures, including guests and exhibitor personnel, totaled over 1,200, it was announced.

NEW FREEZERS SHOWN

Exhibitors of refrigeration and allied equipment included Crosley, Deepfreeze, Dole, Electric Auto-Lite, Frigidaire, International Harvester, and Pacific Lumber.

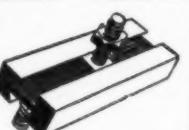
Its complete new line of freezers ranging from four to 20 cu. ft., which had been first introduced only two weeks before the show opening, was displayed by Crosley Div., Avco Mfg. Co.

These included the DF-4, DCF-8, CCF-8, SCF-8, DCF-12, CCF-12 CCF-16, and the CCF-20, the figures indicating the approximate size. Priced at \$179.95, the DF-4 is the smallest model in the line, holding 144 lbs. of food. The DCF-8, selling for \$269.95, offers twice the capacity, has a self-opening lid, interior flood-light, and two adjustable dividers. Priced slightly higher at \$289.95, the CCF-8 offers "Soft-Glo" styling in a colorful breaker strip, a tray for pastry, plus two baskets and dividers.

Featured model, as yet unpriced, is the SCF-8 "Storador" which offers recessed shelves in the lid holding 15 standard commercial packages of frozen foods "within easy sight and reach." Besides other features, the Soft-Glo treatment is extended to the inner lid panel.

The DCF-12 model offers increased capacity at \$369.95, while the CCF-12 at \$424.95 has trays for pastry and freezer jars, a signal light with temperature control, and a Soft-Glo breaker strip. On both model CCF-16 at \$489.95 and CCF-20 at \$549.95, two self-opening lids are provided along with Soft-Glo breaker strips, trays, signal light, etc.

MOTOR-BASE ADAPTERS



Your next job may require a motor adapter set. Better be prepared. Carry extra sets in your service car.

SERVICEMEN SEE YOUR JOBBER

Motor Adapter Corporation
4730 JOY ROAD
DETROIT 4, MICHIGAN

In the Spotlight:

WILSON FREEZERS • MILK COOLERS • COMMERCIAL REFRIGERATION

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dealership franchise availabilities.

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Smyrna, Del.

Send for FREE CATALOG on Your Letterhead

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REFRIGERATION, AIR
CONDITIONING & HEATING
SUPPLIES, TOOLS & EQUIPMENT
2 Stores for Better, Faster Service

SERVICE PARTS CO.
MAIN OFFICE • 2511 LAKE ST., MELROSE PARK, ILL.
BRANCH STORE • 724 BROADWAY, ROCKFORD, ILL.

DEFROSTING METHODS

Deepfreeze Div., Motor Products Corp., featured four home freezers in its booth. These were the C-7, C-12, C-16, and C-20 models, which had been introduced sometime previously.

Dole Refrigerating Co. displayed both plates for locker room use and eutectic plates for truck application, but was emphasizing the hot-gas defrost arrangement for locker room plates.

"Considerable interest was shown in the feature," commented L. E. Smith of Dole.

Although its broad line of indicating and recording thermometers and gauges was displayed by the Instrument and Gauge Div. of Electric Auto-Lite Co., spotlighted item was the Model 500 recording thermometer, which is available for wall mounting or portable use. It is supplied with either a 24-hour or seven-day mechanical clock movement.

FRIGIDAIRE'S DISPLAY

Frigidaire Div. of General Motors had a variety of products in its booth, with the center spot given to the HM-90 home freezer of 9-cu. ft. capacity. There was also an IM-100 household refrigerator which has a separate door for the large freezer compartment, CAK-300T and CWK-500T condensing units, and EC-2 evaporative condenser, a cutaway gravity coil, a CO-820 forced air coil, and MML-2 1/2-hp. sealed Meter-Miser, and an operating cutaway drinking water cooler.

International Harvester Co. had two of its three recently introduced new freezers on display along with 7 and 9-cu. ft. refrigerators. The new Model 70 freezer shown will hold 245 lbs. of frozen food. It measures 36 in. high, 44 1/4 in. long by 27 1/4 in. wide, excluding hardware. Also on display was the new Model 111 freezer holding 389 lbs. in 11 cu. ft. It measures 37 1/4 in. high, 58 in. long, and 29 1/4 in. wide, excluding hardware. The new Model 158 with 15.8 cu. ft. storage capacity, was not shown.

Pacific Lumber Co.'s display was designed to show how Palco Wool is employed as a low temperature insulation.

11,442 PLANTS OPERATING

As for the convention meetings and clinics one of the highlights was the preliminary report of a locker plant survey presented by L. B. Mann of the U. S. Department of Agriculture which gave the number of plants in operation on Jan. 1, 1950, as 11,442, representing a slight gain over the 1949 figures.

An estimated 15,000,000 persons were served by the 4,428,000 lockers rented, and about 1,300,000,000 lbs. of food were processed by the plants.

Percentage of occupancy and number of patrons have declined since 1946, however.

"Number of lockers rented per plant averaged 387, as compared with 464 in 1946, a decline of 16%. . . . Average number of locker patrons, 343 per plant, shows a decline of 17%, as compared with 1946," Mann said.

A more detailed discussion of this preliminary report will appear in an early issue of the NEWS.

At other meetings the groups heard Walter F. Dunlap, merchandising consultant, offer suggestions on how to improve merchandising methods, while T. L. Haake, economist and consultant for General Motors Corp., warned of the dangers of our present inflationary spiral, the urgent need for less government control of business, and the immediate and future threat of Communism.

General sessions also included a review of the annual ham show, a skit showing how (and how not to) merchandise packaging and other materials, and a demonstration of cutting turkeys for more profitable "piece" sales.

In clinics and "Early Birds' Meetings" a wide variety of locker plant problems was discussed, including home freezers, maintenance, plant arrangement, curing, smoking, processing, slaughtering, advertising, and the like.

FROZEN FOODS 'ATOM SAFE'

Before the merger of the two organizations was completed, Al Todroff, executive secretary of the Frozen Food Locker Institute, had presented a detailed report to the group's membership of the past year's activities.

"Preliminary studies made for the Atomic Energy Commission at the

suggestion of the institute indicate," he revealed, "that frozen foods stored in a locker plant would be safe to eat even if the locker plant is exposed to the direct radiation of an atomic blast."

During the past year, he also said, the FFLI had:

1. Prepared a new 16-page booklet telling the story of the locker plant in picture form for prospects and patrons;

2. Designed a porcelain-on-steel roadside sign that reads, "Locker Plant Ahead—Good Food";

3. Worked up an extensive mat service for local newspaper advertising;

4. Prepared two sound-slide films in color showing the advantages offered by locker plants, the films being available at \$12.50 each;

5. Had a series of professional 35 mm. sound movie trailers prepared for use by operators in their local theaters.

Future plans, of course, are now being worked out by the heads of the new association.

Read Is G-E District Service Representative

BOSTON—M. A. Read has been appointed northeastern district service representative for the General Electric Co.'s appliance and merchandise department, it has been announced by W. C. Noll, manager of the technical and educational sections of the product service division. He has been with G-E since 1948.

Refrigerated Pie Proves

Winner for Restaurant

(Concluded from Page 1, Column 5) manufacturer abandoned the benefits of the fair trade act.

Macy's counsel, Kenneth Spencer and James Halpin, further accused G-E of failing to establish a system for policing dealers so that it could uncover violations and force compliance with agreements. The plaintiff was charged with knowingly allowing widespread and continuous violations and with enforcing contracts selectively and spasmodically while compelling compliance by Macy's.

Another Macy argument heard by Justice Henry Clay Greenberg was that G-E's wholly-owned subsidiary, General Electric Supply Corp., has sold G-E products at retail for less than fair trade prices.

In denying all charges, White & Case, counsel for General Electric, said the company had carried out the following activities in enforcing its fair trade agreements:

Had about 1,275 shoppings made by dealers in New York City between last March 7 and Aug. 30; has instituted 104 injunctive proceedings; has filed 12 contempt-of-court suits against retailers for violating injunction orders; and has corrected any violations committed by G-E Supply when called to its attention.

At the first session, Macy's counsel called eight witnesses identified as dealers or individuals associated with retailers who reportedly handled General Electric products. None of them responded.

Also called were two of Macy's assistant buyers. They testified that they purchased G-E products at cut prices from various New York dealers on 15 occasions.

Minute Maid Builds Big New Storage Building

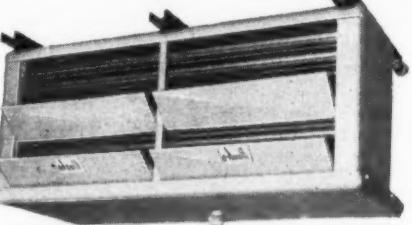
APOPKA, Fla.—The largest cold storage warehouse in the south will be constructed near the Minute Maid Corp. plant at Plymouth, H. R. Cloud, vice president of Minute Maid, has announced.

The cost of the warehouse and facilities will exceed \$1,000,000, he said. Construction has started and the building is expected to be completed early in January, 1951.

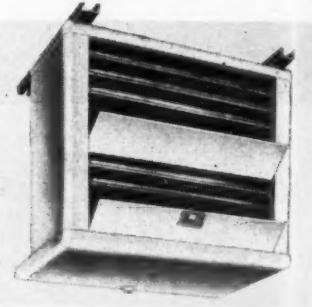
Cloud said the cubic content of the main building will be approximately 2,500,000 cu. ft., providing storage for more than 1,300 cars of concentrate and other zero temperature products.

For product and comfort cooling

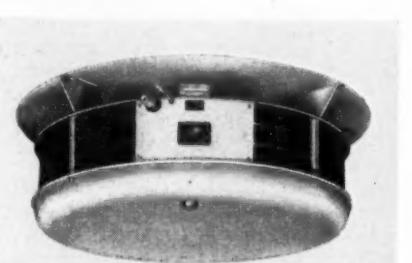
Buy the Best - and the Best is Bush



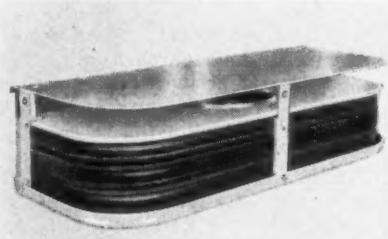
STANDARD UNIT COOLERS Slotted hangers for quick installation. Nine standard models.



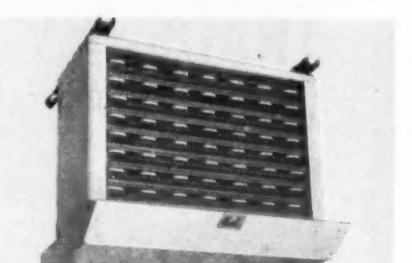
STANDARD UNIT COOLERS for use with AMMONIA and BRINE in 35° to 40° boxes.



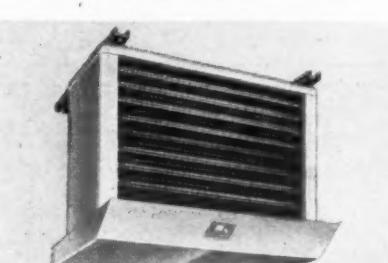
CEILING-JET UNIT COOLERS Permits complete utilization of profit-paying storage space.



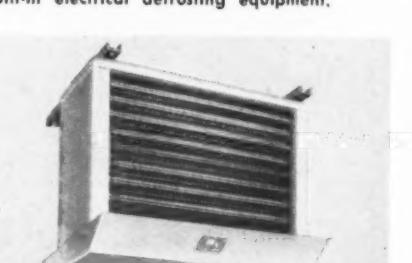
WJ UNIT COOLERS For installation at juncture of wall and ceiling. Simple to service.



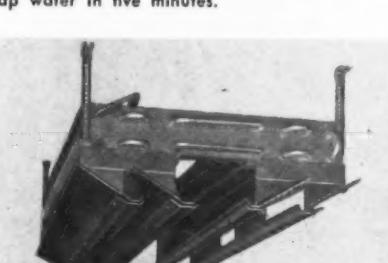
ELECTRIC DEFROST UNIT COOLERS Have built-in electrical defrosting equipment.



WATER DEFROST UNIT COOLERS Defrosts with tap water in five minutes.



AMMONIA and BRINE UNITS For low temperature installations.



PLASTI-COOLERS Scientifically pitched plastic baffles.



JR and WALL-MOUNTED PANEL COOLERS Compact Units for limited space installations.



BUSH HEAT TRANSFER PRODUCTS

COMFORT CONDITIONING With nominal ratings of 3, 5, & 7 1/2 tons.

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